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Welcome to another edition of the Angus magazine. I'm sure you will find many interesting and informative articles in this year's issue.

2017 promises to be another busy year, with Angus NZ involved in several important research projects.

The Angus breed has had another successful year helped by stable beef prices and continued demand for Angus cattle and bulls from commercial farmers. Consumers the world over are becoming more informed and discerning when eating beef and expect the quality of the product to meet higher standards than was the case five or ten years ago. Such is the consumer demand that more and more processing companies are now prepared to pay premiums for Angus cattle that meet specific quality standards. We are now seeing some commercial farmers placing more emphasis on the carcase attributes of the bulls they purchase, while still trying to select cattle that keep all the good sound functionality of the Angus breed.

The successful Tru-Test Angus Bull Unit is once again being run on Dave Wright's property just out of Palmerston North with 28 bulls arriving from throughout New Zealand in late November. An invitation is extended to beef farmers to attend the Open Day held at the bull unit on March 21, when stud and commercial farmers can inspect the bulls and enjoy some AngusPure for lunch. These bulls will go on to be sold at Beef Expo in Feilding on May 16, along with other bulls entered from individual breeders.

Angus NZ is involved in several research projects which we believe will have long-term benefits to the wider beef industry over time. Beef + Lamb NZ Genetics is running the beef progeny test programme, supported by Angus NZ and several other breed societies. This programme is now into its 3rd year and the progeny from the first mating are now 15-18 months old. The steers being finished on grass will be killed over the next few months and have carcase analysis done on them. This will be the first time any really meaningful carcase data has been collected on a large number of contemporary sire groups in New Zealand.

The results from this ongoing trial will increase the accuracy of carcase EBVs on the sires used in this programme and their close relatives. The female progeny will all be assessed for fertility and calving ease as rising two-year-olds, and their ability to rebreed over a confined mating period as rising three-year-old cows. This fertility work is part of another wider research project called the maternal productivity project, jointly funded by Beef & Lamb Genetics, Meat & Livestock Australia, University of Adelaide, ABRI and others, including the New Zealand and Australian Angus

Societies. As part of this project, antral follicle counts will be taken on the heifers to see if there is a high correlation between high follicle counts and high early pregnancy rates. Over time it is hoped we may be able to get a better predictor of lifetime fertility at an early age.

Technology in the breeding game is changing rapidly with the advent of genomics and DNA marker-assisted selection. The speed of advances in this area will accelerate as more research continues with genomics. Breeders will need to keep pace with these changes and incorporate them into their breeding programmes when they can be shown to increase profitability. As a result of this technology, Angus NZ is working with Angus Australia and Zoetis to make available a genomic selection tool for commercial farmers which would rank your replacement heifers for growth, fertility and carcase traits, simply by taking a DNA sample from them and submitting it for analysis. The sires of these heifers would have to have an i50k or 50k SNP test for the results to be analysed. It is hoped this tool will be competitively priced and available within the next 12-18 months.

Late last year AngusPure launched a new initiative to complement the current AngusPure grade. The new grade called AngusPure Special Reserve is aimed at the grass-fed export market and has a minimum marbling score. Substantial premiums will be available for qualifying carcases. Already, as a result of this initiative we are seeing some commercial farmers using scanning data on their heifers as a selection tool to improve carcase attributes within their herds and increase the chances of progeny meeting the criteria for extra premiums.

The beef industry is on the move and Angus NZ, through its involvement in these research projects and others, is ensuring that we are going to be able to offer farmers the tools to enhance their productivity and profit.

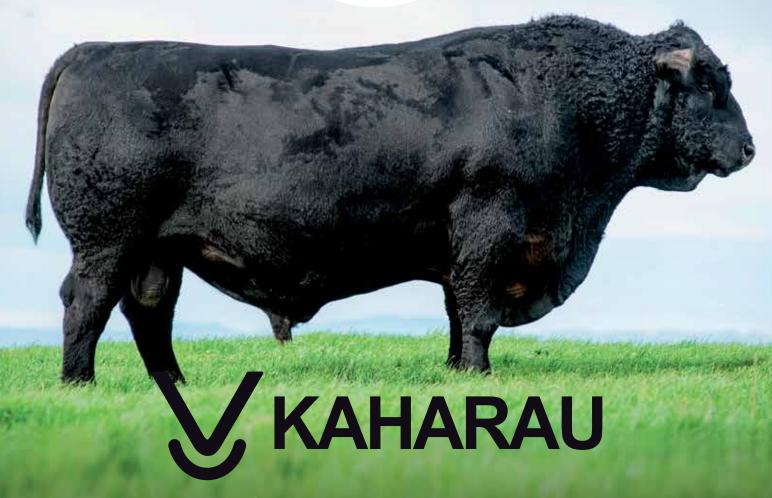
I wish you all a productive and profitable season for the year ahead. Those affected by drought and earthquakes will have a challenging year, but remember there is support for you from a wide range of organisations should you need it. Talk to your neighbours and friends and we will all get through this.

Joe Founy

Kind regards Joe Fouhy President Angus NZ



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Angus New Zealand 2017

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'From the Shadows' Image by Sarah Ivey Photographer Stern Angus bull sale 2016

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GENETIC RESEARCH starting to deliver meaningful results



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

Over the next three years, New Zealand beef breeders should expect to see more research delivered than they've seen over the past three decades, combined.

Late last year (November 2016), Beef + Lamb New Zealand (B+LNZ) Genetics and Meat and Livestock Australia (MLA) agreed to commit a total of \$5.2m over three years towards major joint beef research projects. The collaboration means every \$1 of New Zealand farmer levy investment translates to \$3.50 of research funding.

B+LNZ Genetics will oversee all projects within the collaboration – regardless of which side of the Tasman they fall on.

The partnership centres around the Trans-Tasman Beef Cow Profitability Programme, which aims to balance desirable maternal traits in beef cows, with the finishing performance of the calves and their ability to meet quality carcase specifications.

The programme will develop genetic measures for better describing the important physical attributes of the cow (such as size, body condition and her ability to handle feed fluctuations),

fertility indicators in heifers, and selection tools for easy decisionmaking. It will also investigate how different environments and farm systems in both countries impact on the balance of traits required to produce an economically efficient cow.

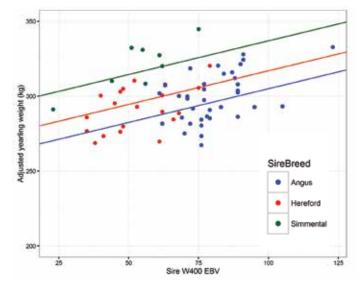
On this side of the Tasman, your organisation – Angus New Zealand – is involved, as is the Hereford Association, AbacusBio, Massey University and commercial beef farmer representatives. Across the ditch, the University of Adelaide and the University of New England's Animal Genetics and Breeding Unit are leading the charge.

B+LNZ Beef Progeny Test update

The test is now in its third season and we are beginning to get meaningful results.

To recap, it involves mating a mix of New Zealand and international bulls (using AI) over about 2200 commercially-farmed cows and heifers each season. All progeny are tracked, with steers





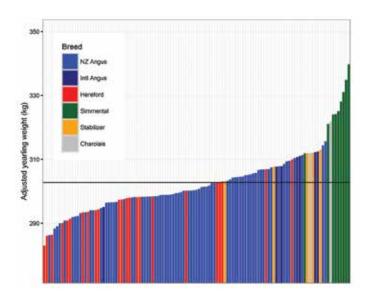
Yearling weights vs 400-day weight EBV

This graph shows that 90% of the expected yearling weight advantage predicted by a bull's EBV figure is being realised in the commercial farm setting of the B+LNZ Genetics Beef Progeny Test.

and cull heifers assessed on their carcase traits and replacement heifers tracked for their maternal characteristics.

The latest analysis of progeny performance reveals the most exciting key message to date – and that is the high degree of correlation between bulls' estimated breeding values (EBVs) and the calves' yearling weights.

The line graph shows that, for every 1kg more in 400 Day Weight EBV, 0.45kg was gained in average yearling weight. Given the bull contributes half of a calf's genes, this translates to 90% of the expected yearling weight advantage – as predicted by the EBV figure – being realised.



Yearling weight: Adjusted sire progeny means

Each bar represents a bull. New Zealand Angus sires are shown in lighter blue, with the international Angus sires in the darker blue. (NB: The comparisons relate to the use of these breeds over an Angus or Hereford cow herd. Angus and Hereford sires have had any hybrid vigour effects removed; Simmental, Charolais and Stabiliser sires have hybrid vigour included in their results.)

These results reinforce the story that the weaning weights vs EBVs showed, where the correlation was also strong, at more than 80%.

Remember, this test is being carried out under large-scale commercial conditions, which gives us the best indication yet that the benefits of using benchmarked genetics are being captured on New Zealand sheep and beef farms.

The yearling weight analysis also highlighted the range of sire means (see the bar graph). While representing only one aspect of progeny performance, the results show that not all bulls are equal – the impact of different bulls' genetics comes through under the commercial conditions.

Over the next 12 months, we will begin to see reproductive data from the replacement heifers and also begin processing steer progeny.

Angus and the Beef Progeny Test

This season, 20 of the 48 new bulls in the test were Angus and they made up 53% of total inseminations (terminal sires have fewer matings per bull). This is a similar proportion to previous seasons and in line with the test design.

A good selection of international Angus bulls was included, including five US and two Australian bulls. Both Australian bulls have been used in the Australian Angus Sire Benchmarking Programme and one of the New Zealand bulls in this year's intake will be used in the Australian programme to strengthen links for trans-Tasman analyses.

Some of the Beef Progeny Test bulls will also be used in the B+LNZ Genetics Dairy-Beef Progeny Test and, in time, there will be sufficient common bulls to compare rankings between the different systems.

Bull selection has an eye to the future, with the potential for genomic "single-step" analysis technology coming soon. Under "single-step" analysis, the animals that gain the most accurate information from genomics are the ones that are closely related to the reference population – i.e. animals in the database that have both phenotypes and genotypes. The Beef Progeny Test will likely form an important part of this reference population in the future, particularly for carcase traits, so including some bulls that have been, or are currently being, widely used will help New Zealand breeders gain the most from genomics in the future.

Al use on commercial farms

Alongside the test, there has been some commentary around the use of AI on commercial farms as an alternative route to speeding up genetic progress.

Certainly, the experience of the test farms is that AI programmes were not nearly as difficult as they thought and some are considering AI as a way of bringing in on-going genetic improvements.

B+LNZ Genetics' mandate is to promote the use of the best genetics, regardless of how those genetics are used. AI is definitely a tool that has a real role to play within Angus stud herds – and also in commercial herds under some circumstances. However, we also recognise that AI will not suit the majority of commercial herds for the foreseeable future and the commercial sector will continue to rely on stud herds using the best genetics to breed bulls, where ever those genetics might come from.

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Performance recording tips

The team involved in the Beef Progeny Test has a couple of performance recording tips that are worth sharing:

1. Take the time to submit "Days to Calving" data.

e: chris@teatarangi.co.nz

Weigh cows at weaning and – ideally – also record a body condition score. While condition scores are not currently used in evaluations, the Trans-Tasman program is reviewing how they can add value. Condition scoring is free and, if you do it at the same time as weighing, it doesn't even cost much time.

Left: The B+LNZ Genetics Beef Progeny Test is now in its third season and meaningful results are beginning to emerge. Each of the five commercial properties has held public field days during the test, providing fellow farmers with the opportunity to see progeny on the ground.

Something to think about

As seen with the use of AI in commercial farms, the Beef Progeny Test is throwing up other management opportunities that were not necessarily foreseen at the outset of the project. One of those is the use of conception date scanning to estimate calf birth dates.

While this is not seen as the best option for recording stud herds (where collecting information on calving difficulty, birth weight and gestation length is important), it does provide practical options for breeders who want to progeny test young bulls using commercial cow herds.

The proposition is that you could use promising young bulls over the cows and avoid the need for calving beats, while still recording the progeny for a range of other traits. This means the cows can be left out on the hills to calve – rather than bringing them onto easier country for calving and tagging at birth/recording birth date.

Alongside scanning for conception date, the calves would need DNA parentage carried out (if you are considering scanning for conception date, talk to your vet/genetics extension officer first, as there are practical details you need to be aware of).

This scenario opens the possibility of running commercial progeny tests on young bulls in a practical way, with minimal impact on the commercial farming system.

6th Sept 2017, 12.30pm



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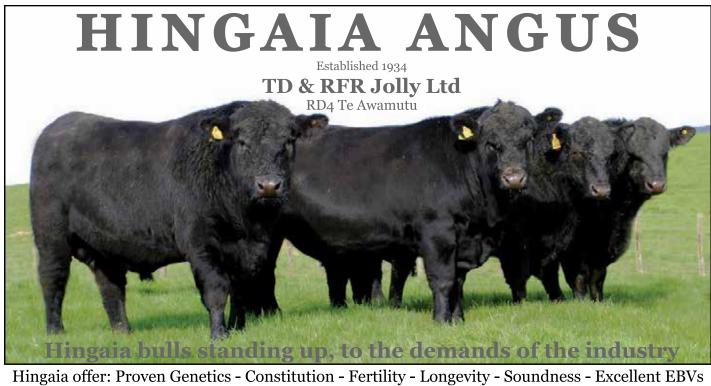
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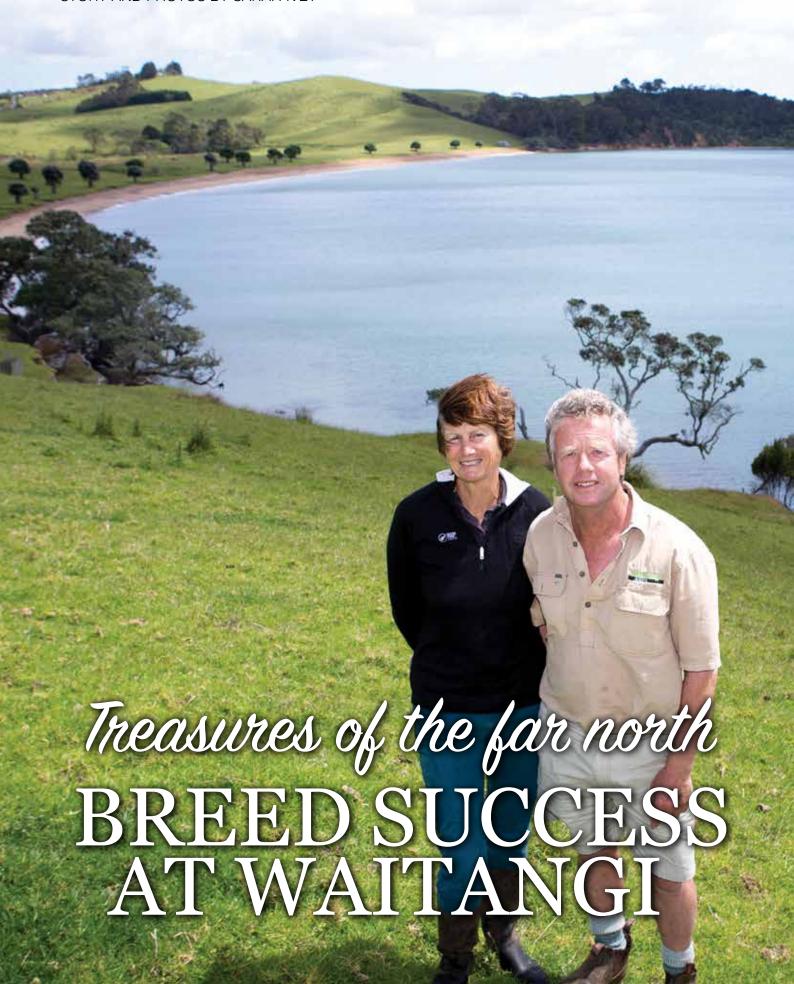
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STORY AND PHOTOS BY SARAH IVEY





AS YOU MAY SUSPECT, THE CLIMATE IS FAIRLY UNIQUE IN NORTHLAND. HEAVY RAINS OF OFTEN 100MM OVERNIGHT, WARMER WINTERS AND FROSTS DOWN TO THE WATER'S EDGE CREATE AN IDEAL ENVIRONMENT FOR GROWING CATTLE.

Joss Bayly grew up at Wairoa Station - 2000 acres of volcanic Bay of Islands landscape, bound by five kilometres of glorious white sand beaches and the clear blue waters of the Pacific Ocean.

A sheep and beef farmer's daughter, Joss took regular trips to Kai-Iwi in Whanganui, where her father purchased his Angus bulls.

One year she found a husband there, too.

"He'd always bought his sire bulls and rams from my father and he eventually ended up with a stud sire for his daughter," jokes John, her husband of $34\ years$.

They were working on a small block near Matamata when Joss's father asked them to manage the farm, and they decided to move back home to Paihia in 1985. He unfortunately died within the year, at the young age of 56.

John and Joss run a formidable partnership at the station.

The enthusiastic couple decided to get into stud cattle and "make a real go of things" says John.

The timing of this decision coincided with the dispersal sale at John's home stud of Kai-Iwi, where they purchased a truck and trailer load of cattle in 1994. At this time is was still run as Kai-Iwi Angus in its new Northland home, but John and Joss were determined to expand their operation.

"It was either get bigger or get out of it, really, so that's when we bought the Lovell herd from Whangarei," says Joss.

The amalgamation generated a new beginning and saw the start of a new stud: Waitangi Angus.

The Waitangi Angus name now covers just on 400 registered cows, run alongside 2,500 ewes and trading cattle, when feed allows it

As you may suspect, the climate is fairly unique in Northland. Heavy rains of often 100mm overnight, warmer winters and frosts down to the water's edge create an ideal environment for growing cattle

Although, the sheep don't do so well in the high humidity," says Joss.

ON FARM WITH ANGUS

It was always brown dirt at Christmas around 25 years ago, but never called a drought. Not any more, though.

"We've historically been summer dry but this has changed in recent years. We're now getting much kinder summer growth," says Joss.

Kikuyu grass, a hardy sub-tropical creeping grass that was brought into Northland from its native South Africa in the thought it would thrive, has done just that. It forms the base of the pastures, growing rapidly and tolerating both wet spells and serious droughts. Fortunately for the Bayly family, the cattle do very well on it, even cleaning up the roughage that the sheep won't touch when it gets away on them.

"There's never much of a spring, which certainly makes life more difficult when putting the cows in calf through an AI programme," says John.

"More often than not we're on a falling plain of nutrition rather than a rising one like most other farmers are during spring."

The strike rate has been disappointing at times.

Around 350 AI straws are implanted over a single cycle but to limited success, due to the dwindling feed. So clean up bulls, selected from various New Zealand herds, as well as using their own yearling bulls, are essential to ensure all the cows get the opportunity to rear a calf.

Adding to the feed problems, the flats can't be cultivated due to the masses of volcanic rock. So they make do with just grass pastures for the stock, cutting silage from the surplus for use during calving.

The Baylys are confident they produce a product that the market demands.

"We need to make sure we don't rest on our laurels and that we take the breed forward, making more money for our clients," insists John.

They believe the real value to be added is in improving the carcase qualities.

"Yield grading is important but it's just shifting the deck chairs really. However a relevant carcase weight is in itself, very important," he says. Marbling improvements are the way to secure the future they say, however the Waitangi duo show their frustration at the processors not taking it up here. Traceability and integrity in using the New Zealand brand are also very important.

"If we want to add value to our cattle in New Zealand and get away from the commodity market, we've got to start paying a premium for marbling. New Zealand is probably the only country in the world that doesn't," says John.

The couple believes it makes sense to try to create a better product with higher marbling to fit the rest of the world market, where they already have expectations and now know it is a better product. John believes it is worth noting that the marbling content does not have to be particularly high, it just needs to be there and it needs to be consistent. Combined with the marketing of pasture-fed New Zealand beef, it is a winning combination.

"AngusPure are trying to get this going but they're fighting a battle because it suits the processors to dumb it down and just cherry pick what they want as it comes through," he says.

"That way they have reduced costs. However the downside is that there is little pull through in improving our premium product and we as producers will pay the price."

Functional cattle are seen as being just the basics at Waitangi. Structural soundness and fertility are paramount and it's the carcase weights and the carcase data that they feel are adding the value when growing beef.

In their bid to get better carcase attributes into their herd, John has been travelling to the United States every year with a group of other breeders for many years now.

"I just look at what they're doing over there. They've got huge herds of cattle and have been recording data and feeding that all back into their database for a lot longer than us," he says.

John feels it's very important to see a bull in the flesh, as well as see its progeny from multiple herds.

When visiting the United States, the group travels to various feedlots and AI centres, looking at the bulls and their progeny all lined up alongside one another. He has noticed the Americans are now putting a lot more focus on the bulls having good feet, jaws and





heads, which have all been a big bogie for New Zealand in the past.

"Looking at a bull in person has to be done well, to be certain the bull is proven. It's much better than just picking one from a catalogue," John says.

Both John and Joss believe that if an animal performs well in a feedlot, then it will perform well on pasture.

"The information is all there and I'm very comfortable from that point of view," John says.

Getting information from the United States and translating it back here to New Zealand has been beneficial.

"People says it's feedlot driven in the US, which I think is bulls**t, really, because if you go to Montana you'll find they have a summer growing season so short, they can't even grow a crop of maize," says John.

Some United States bulls are bred in far harsher environmental conditions than found in New Zealand, say Joss and John.



Although some of Waitangi's genetics come from Australia, the Baylys feel they have a slightly different focus than we do here in New Zealand.

"The Australians are mostly growing a large-framed animal that will eventually fatten. The ideal animal for a feedlot," says Joss.

John notes there are some studs in Australia that are more closely aligned to what we're doing in New Zealand, and doing a great job with their genetics.

To be objective, they are also the first to admit they have made compromises in the past with their phenotype. However, John is adamant that mistakes made along the way have been corrected, all the while heading in a definite direction.

"You can't get from A to C without going through B."

Waitangi stud tries to use low birth weight bulls that have the high growth estimated breeding values (EBVs). Tombstone was well used but has unfortunately just passed away. VAR Generation and Musgrave Big Sky have also been successfully used recently, leaving promising progeny.

Low birth weight and short gestation, combined with high growth, has been a winning formula for those yearling bulls being sold into the dairy industry. The dairy X beef calves are all pre-sold in the knowledge that they are sired by Waitangi bulls.

The main focus for the operation is, of course, producing the bulls demanded by their beef clients, and those traits mentioned above fit that profile well.

The first 2-year-old sale was held in 2000 and offered 25-30 bulls. This has now increased to 60-65 bulls to meet demand, and the Baylys believe this current number is about right.

More than half of the bulls are sold to buyers south of the Auckland Harbour Bridge every year.

"We've found a few people have dropped out of our 2-year-old sale and have come into the yearling sale for a cheaper alternative. We are also pulling in a lot of new buyers which is positive," says Joss.

To cater for the demand, the September yearling sale now offers 70 bulls, but Joss is quick to warn they must be well looked after.

"The big thing with yearling bulls is that you must know how to

look after them properly. If you don't, you may be disappointed the following year," she says.

Around 110-115 replacement heifers are put into the herd every year and these are culled heavily. After both visual phenotype and EBV culling, Bill and Judy Austin are brought in to ultrasound scan them all prior to mating.

"From then on we do what we see as the very obvious culling on fertility and the ability to rear a good calf," says John.

More and more of their buyers seem to be focussing on EBVs, which is encouraging.

"Some people didn't understand how to read the data in front of them so well, but they're starting to now,"

says Joss. "Beef & Lamb Genetics have run a workshop here at Waitangi, along with other locations around the country, and this has all helped with the education of our clients and the agents."

To speed up their genetic progress, Waitangi is putting a higher number of heifers into the herd. This is simply because they have improved figures and will take the programme forward at an increased rate.

"The bulls whose genetics we bring in from the US are all in the top ten percent for performance over there and give us a quantum



leap in progress. You can't tell me they won't perform well here; that just defies logic," says John.

All the cows are calved in one big sacrifice paddock as an electric wire is impractical at Waitangi. Silage is fed to the cows and as the calves drop on the ground they are tagged, weighed and walked out onto saved pasture. This is all done with the help of eldest son Philip, who works alongside John and Joss in the day-to-day running of the farm.

Succession and future planning is a tricky one, as always. However, with all three sons wanting to come home farming, John and Joss are faced with a daunting task for a property bound by forestry and the ocean.

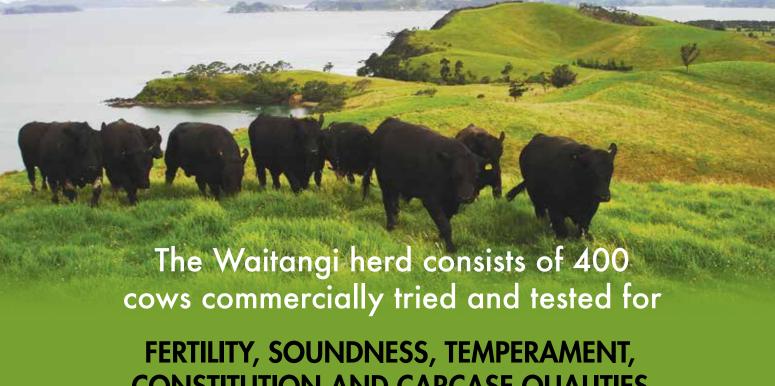
The family is optimistic about the future however, having had two strong sales in 2016, with high demand for the Waitangibred bulls. The sale results have been coupled with a great spring, which has seen more grass than ever and will hopefully improve the AI results.

"Ultimately we are just trying to move forward with our clients in the right direction," says John.

Success breeds success and the Bayleys look like they are growing more of it. The proof is right there in the pudding.



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ANGUS:

Past, present and the future

WORDS BY BRUCE ORR



It is interesting to look back at the past - how it was, what the cattle were like, how they adapted to our environment and the then farming practices - to see how efficient and profitable they actually were.

The Angus breeders of 50 years ago relied on strong personalities, stockmanship and showmanship. They had little of the science of genetics and carcase data that is available to today's breeders to assist them in their breeding programmes, or to forward the case of the Angus breed and, indeed, their own individual prefixes.

Fifty years ago Angus were competing with other British breeds, with the advent of the "Euro's" only a blip on the not-too-distant horizon.

While they may have kept meticulous records on families and mating history, breeders were short on any results and factual data from either the breed society or the end user, other than how a bull was perceived to breed.

However, they were often superior stockmen to today's breeders in that they had only their "eye" and force of personality to fall back on. The number of Angus studs that have foundations going back to Mangatoro, Puketutu, Turihaua, among others, is testimony to that. These studs had a lot of success in both sales and how they performed for others, and their influence in the Angus breed during this time.

There would be few studs today that have not been influenced for the better by 'Mulban Embassy' or 'Copper 55th' of Waiwhero. These bulls of the past were sires that had a tremendous positive impact, both in sires they left and, perhaps more importantly, in female families that today will still trace back to them. The history-making 1980 Kaharau sale at Ruatoria saw both 'Ultimate 631' at lot 3 and 'Sabre 594' at lot 4 making \$70,000, a great thrill for the breeder, and a marvellous lead up to the Angus World Forum in 1981 that we in New Zealand were to host.

But the winds of change were blowing. The post-war chiller trade that had dominated the New Zealand beef industry began falling out of favour with our breeders as they looked to progress the Angus breed and produce a type of animal that was of a larger frame score, more productive and efficient, and, importantly, more profitable.

The first forms of performance recording were already taking place, be it with scales and a tape measure and on farm. But the true visionaries of their time realised there must be a better way to evaluate our breed than had been done in the past. Suddenly, mating heifers and the use of bull test stations or units was not

heresy but a possible means to improve our breed. These were being discussed and acted on by members.

The importation of the first of the terminal breeds, particularly Simmentals, Charolais and, to a lesser degree, Limousins, had an immediate effect on the cattle industry and particularly appealed to the commercial breeder who could see some quick benefit from crossbreeding with a larger terminal sire. The resultant progeny were keenly sought by buyers of calves and store cattle for the additional growth and carcase weight they could attain compared to that achieved from straight bred traditional Angus cattle at the time. Such benchmarking was exactly the incentive the Angus needed to take our cattle to the next level.

If we fast-forward to today, we see that although beef cow numbers have fallen dramatically, the percentage of those of Angus base has risen substantially. Breeders of Angus have risen to the challenge the alternative breeds have offered and we find that, with the possible exception of aged or crossbred cows, the use of bulls other than Angus has diminished, and is not nearly as marked as 20 years ago. In saying this, I personally feel that a first-cross Angus Hereford cow, a very good maternal and genetic tool, is optimised to the ultimate when mated to a Charolais or Simmental bull. You cannot disregard heterosis - even science will back me up on this and you would need a premium of 50 cents a kilo to at least equal the additional carcase weight gained by crossbreeding. I hear rumblings of disapproval, but it is hard to dispute.

The late 1980s through to the present saw the use of A.I. readily available and widely used by almost all breeders. Suddenly the world's Angus genetics were at New Zealand breeders' fingertips. This had a twofold effect. The importation of live overseas sires of all breeds, which was extremely costly, took considerable time, and meant that you had all your eggs in one basket, breeding wise, virtually stopped and the range of bulls on offer was both wide and varied.

Naturally, with so many sires available the resulting progeny also differed somewhat, as did their individual impact on the breed. Obviously not all were successful but "nothing ventured, nothing gained". A lot of good was gained, however, as we had access to genetics previously unavailable and New Zealand breeders were put on equal footing with other countries.

Even today, one of the most influential sires ever imported and used has been one of the original or early bulls from the United States 'Pine Drive Big Sky'. Sighted and the rights purchased by Lin Johnstone and Colin Williams, the Angus breed in New Zealand

did not have long to wait before Pine Drive made his presence felt in a most positive manner.

The 1988 Supreme Champion Angus at the National Sale was 'Waitapu Governor', a Pine Drive son, bred by the Williamson Partnership, and sold for the top price of \$41000. 1989 Waitapu again had Champion Angus with 'Mastercharge', another Pine Drive son, and sold for \$32,000 to Te Ohu. (resold at the Te Ohu Dispersal in 1991 for \$38,000, to Bruce Graham, Australia). 1990 saw the trifecta with Waitapu again winning the Championship with 'Waitapu Diplomat', a son of Governor (mated as a yearling) and sold to Tangihau Station.

So North American Angus genetics had arrived in force and as yet I have not mentioned the profound influence they have had on the Kaharau or Ranui herds who had the foresight to buy the rights to Pine Drive. In my opinion, this was not only immeasurable, but probably the best and more important breeding decision either have made in their long and illustrious careers. We all owe Colin and Lin a huge vote of thanks for both their foresight and confidence in Pine Drive.

Two sires of latter years that have been used extensively throughout Australasia have been 'TeMania Infinity' and 'Matauri Reality 839'. Both bred in New Zealand, they have been very safe bulls that have had good performance data and, importantly, have bred true to type.

So, where to from here for the Angus breed? Today's breeders have genomics, breeding tools, predictors, and innumerable records at their fingertips. There is so much information, in fact, that to the uninitiated it may appear a conundrum. There is certainly a desire to improve our cattle performance, particularly through increased fertility and improved carcase traits. However, I believe we must not get blindsided and rely entirely on total technology. One only has to look at the dairy industry to see how cattle bred primarily for performance have changed. Their ability to rebreed as two year olds has slipped and the days of farming without some source of supplements on a large percentage of farms has gone.

The New Zealand dairy farmer has changed from running a

relatively low cost grass operation to a high tech, high cost farming operation that makes it very difficult to quantify. We as breeders of Angus cattle cannot afford this to happen to our herds. We must never lose sight of the important place in our pastoral industry that the humble cow plays: often treated very ordinarily, expected to get in calf year after year, rear high value progeny, and then used as a pasture grooming tool to add value to a tenuous sheep industry. We need to be careful that in our quest for added performance and productivity in our cows, we don't stray beyond the boundaries of the marvellous versatility they give us. Remember, a two-year-old sprinter has never won the Melbourne Cup, and some of the superior carcase breeds of cattle have their own shortcomings: i.e. small testicles in the bulls, longer gestation, later cycling, their inability to breed as yearlings and often an unkindly temperament.

For 154 years our forefathers, and indeed current senior breeders, have served the cattle industry in the main with distinction, relying on their inherent skill as practical stockmen, coupled with whatever knowledge was available at the time. It behoves us as today's breeders and farmers of Angus cattle to build on this marvellous legacy with the tools we have available.

No one breeder can be more important than the Angus breed as a whole. There is a place for all types within our industry, whether they lean towards performance and records, or they tend to be slightly more traditional with the basics of strong structural integrity and type high on their priorities. We must accept that each breeder is different as are their cattle, and we have to learn to respect that. There is no place for criticism of other breeders or their programmes in public, particularly on social media. The opposition is not your fellow breeder, but a highly skilled and automated chicken and pork industry - beware!

In closing, "Angus" is the best "dam" breed. The question is who and what is your mating sire? And if we have made so much progress within the breed in the last 15 years, please will some breeder tell me why the top priced Angus bull of late in Australasia was sired by a bull bred in New Zealand over 30 years ago?

May we all thrive and prosper; Black is beautiful.



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BEEF INDUSTRY: Looking beyond the price peak

BY MATTHEW CASTELLO,
ANIMAL PROTEIN ANALYST, RABOBANK



The New Zealand beef industry has been one of the standout performers across all agriculture sectors over the past few years. Farmgate prices in 2014 moved to record highs and despite easing since these highs, cattle prices still track above the five year average. In fact, New Zealand cattle prices over the past few years have been amongst the highest of all key exporting regions (see Figure 1). However, Rabobank has identified some headwinds moving out to 2020 which the industry should be considering when making business decisions, as well as some opportunities that the industry can better leverage and implement in order to mitigate the risks

Figure 1: Global cattle prices, 2010-2016

that these developments could bring.

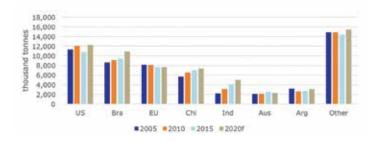


Source: Various industry sources, MLA, Rabobank 2016

The major headwind for the New Zealand beef industry is increasing production of all major animal protein species. Rabobank forecasts record global beef production out to 2020, underpinned by increasing production from the world's two largest beef producers, the US and Brazil. Furthermore, other key proteins are also expected to see significant increases in production out to 2020.

With the exclusion of New Zealand and Australia, who are facing lower beef supplies out to 2020 compared to 2015, nearly all key beef-producing countries in the world are expected to increase beef production (see Figure 2). While these increases in beef production will place obvious challenges on farmgate and export returns, the slow recovery in the Australian cattle herd – now at 20 year lows – is going to help reduce competition from New Zealand's major competitor which should help alleviate the growing pressure in some export markets.

Figure 2: Global beef production, 2005-2020f



Source: USDA, Rabobank 2016

This expected increase in global beef production equates to an increase of roughly 9%, or an additional 5m tonne increase, in comparison to 2015. Obviously this outlook is dependent upon weather events.

The two countries that account for most of this expected production growth are the US and Brazil. As the world's largest beef producer, the US's rising beef production is going to underpin increased global beef production out to 2020. The aggressive heifer retention and cow herd expansion seen over the past few years will drive a 3% to 4% increase in beef production in 2017, with an overall production increase expected out to 2020. The Brazilian beef industry is optimistic about growing its exports in line with increasing production, with the majority of this growth likely to be driven by an increase in productivity through more intensive, feedlot-style beef production. The much weaker currency has also made returns in Brazilian real terms highly attractive, incentivising further increases in production.

Beyond beef, production is expected to increase across all major animal proteins out to 2020—notably poultry, pork and seafood, with the growth in seafood production expected to come exclusively from aquaculture production and not wild-catch production (see Figure 3). As a result of record beef and key animal protein production, Rabobank expects greater competition in both domestic and export markets, with consumers clearly one of the major winners in this high supply environment.

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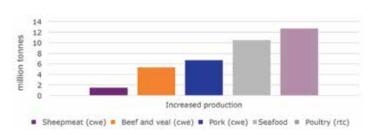
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There are three primary drivers of expected production increases across all key animal proteins:

- 1. Global grain and oilseed stocks at historically high levels
- 2. Production cycle of competing proteins is much shorter compared to beef particularly grassfed beef
- 3. Feed conversation rates for these intensively fed species are much more efficient (see Figure 4)

Figure 3: Change in global animal protein production, 2015-2020f Source: USDA, OECD-FAO, Rabobank 2016



As well as the production increase, another growing challenge is the increased market access some of New Zealand's largest beef competitors have gained in recent years, notably:

- Brazil gaining official market access to China and the US
- India gaining official market access to Indonesia
- · Likelihood of US gaining official access into China

Given some of the challenges that this high supply environment will bring, as well as the increased market access from competitors in some of New Zealand's key export markets, Rabobank believes that a greater focus on supply chain co-ordination and collaboration will help to alleviate some of the headwinds that are likely to persist in the short to medium term. Moving forward, the emphasis and strategy on all supply chain participants will be either one of two approaches:

- 1. Low cost, high volume, low margin approach to producing, processing and selling products
- 2. Moving further up the value chain to better product differentiate to generate greater returns

Clearly for the New Zealand beef industry to extract greater value and differentiate itself better compared to other competing

Figure 4: Feed conversion ratios for animal and seafood proteins

animal protein species and beef producing nations, it needs to more effectively market, promote and differentiate its product in the market place.

Rabobank has identified three key themes and supporting factors that the New Zealand beef industry need to consider. These include:

Greater cooperation across the supply chain between producers and processors

- taking a more long term approach to supply relationships
- potential to increase joint branding initiatives e.g. leveraging the farm to fork story or increase provenance branding
- entering into and/or developing more risk management type solutions e.g. forward contracts, loyalty programmes
- removing some of the volatility in farmgate prices by entering into contracts

Continued promotion, development and leveraging of Australian and New Zealand value attributes

- production systems to differentiate in market e.g. breed, grassfed, organic, natural
- greater differentiation of prime beef to that of commoditised product, for both beef and other animal proteins
- further leveraging world-class biosecurity, animal health and supply chain tractability systems to differentiate NZ beef from competitors
- continual development of eating quality standards

Investigate, validate and develop consumer markets and market segmentation

- aligning production with what the consumer needs
- identifying new consumers within both traditional and emerging markets
- reinforcement of market positioning against competitors
- developing non-traditional consumer markets for the beef industry

The article above includes excerpts from the recently released Rabobank Agriculture in Focus report - Australian and New Zealand Beef Industry: Looking beyond the Price Peak. If you would like to obtain a copy of the full report, please contact Rabobank on 0800 722 622.





Faith in ANGUS paying off at TORONUI STATION

STORY AND PHOTOS BY SARAH IVEY





THE PROPERTY CLIMBS UP TO A HIGH POINT OF 1,310M ABOVE SEA LEVEL AND THERE IS A LARGE AREA OF COLD, HIGH COUNTRY, WHICH IS PREDOMINANTLY UNDEVELOPED AND STILL CONSISTS OF NATIVE PASTURE. THIS AREA IS TREATED AS 'THE RUN OFF', WITH EWES UP THERE IN THE SUMMER AND CATTLE THERE OVER WINTER.

Travelling in to Toronui Station is no mean feat in itself. The sheer cliffs dropping off Darkys Spur Road are enough to deter most - but not Andrew and Michael Thomas.

The Wairoa-bred brothers had been hunting for a breeding and finishing property in a reliable farming area.

Eighteen months ago they found it.

Toronui Station and its 500-strong Angus cattle herd seemingly had it all. So Andrew and Michael bought Toronui in August 2015 and haven't looked back.

The 1,500-hectare property is nestled in the east-facing hills of Northern Hawke's Bay, not far from Lake Tutira. The house sits at 400m above sea level, surrounded by easy country that is cultivated and used for winter swedes, which are fed to 4,300 Perindale X Romney ewes and replacement hoggets.

Lamb finishing crops are also grown and the surplus ewe and male lambs are mostly finished with a target of 20kg (CW).

The property climbs up to a high point of 1,310m above sea level and there is a large area of cold, high country, which is predominantly undeveloped and still consists of native pasture. This area is treated as 'the run off', with ewes up there in the summer and cattle there over winter.

"It's all relatively summer safe but can get dry quickly because of the ash over pumice soil type," says Andrew.

Water is readily available for stock due to a large number of natural springs, which are all gravity fed into the water systems.

"There's not a pump on the place which is great," says Andrew.

The young shepherd who works and lives on the farm is Henry Smith, a Smedley graduate. Henry jokes that he'd be running as a strong contender for the next instalment of The Bachelor if only he could get the time off work.

David Schaw has been Manager for the past 11 years and although he retired from the role at the end of 2016, David has been proactively working on the cow herd, improving and nurturing it along since his arrival in 2005.

"The cow herd was what drew me here in the first place. It was an Angus and Hereford mix and the first thing I did was knock the Hereford on the head," says David.

David has always believed in Angus and their ability as great foragers.

When he first arrived the milking abilities weren't good and the weaning weights were 225-230kg in April. He decided he had to make a bold call and make changes in order to make vast improvements.

"I decided we would shift to Te Mania bulls as their genetics and programme fitted in with where I wanted this herd to go," he says.

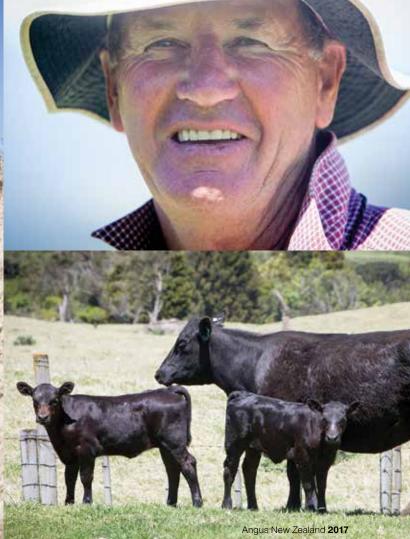
This change has seen weaning weights steadily lift, now averaging 280kg and 90% of the steer calves are sold in that mob now

"The milking ability has improved and we are focusing on both our 200- and 400-day growth rates, to ensure our clients are coming back year on year," says David.

The Toronui calves are in high demand and as they're sired by









THE TORONUI CALVES
ARE IN HIGH DEMAND
AND AS THEY'RE SIRED
BY REGISTERED ANGUS
BULLS, THEY'RE ALL ABLE
TO BE TAGGED WITH
ANGUSPURE SOURCE &
TRACE TAGS, ATTRACTING
FURTHER DEMAND FROM
POTENTIAL BUYERS.

registered Angus bulls, they're all able to be tagged with AngusPure Source & Trace tags, attracting further demand from potential buyers.

"Our cattle have a good reputation of being able to grow out really well," says Andrew.

Andrew and David went down to Te Mania together last year to buy their bulls but David insists that buying a bull is not something that starts at the bull sale.

"You've got to go prepared, having studied the sale catalogue and reduced the number of bulls from over 100 down to just 20-odd," says David.

When purchasing, David has tried to buy in the top 20% of the catalogue and they buy in four to five two-year-old bulls every year.

Bulls are picked on both type and genetics but if it comes to it, genetics takes priority and David feels he hasn't had to make any major compromises with the herd's phenotype.

"Temperament is also really important and we run all the bulls together in their age groups," adds David.

The cows are culled hard on temperament too, which saw a fair few head off on the truck in the earlier days of the programme but nothing really needs culling nowadays.

"They're large cows, an essential part of farming this type of country. We need big cows so they can walk around in these hills," says David.

Having them walk so much gets them fit too, which David and Andrew both believe helps with the ease of calving.

Prior to calving, the cows are all brought back down from the higher country and moved onto saved pasture. They're run in mobs of 25-30, which suits the operation well.

In February the heifer calves are weighed and 100 replacements

are selected on high growth. These are then weaned immediately, allowing their mothers to be used for cleaning up the rougher pastures.

The surplus heifers and the steer calves are all weaned and sold on farm in April.

"We have recently had enquiries from potential clients interested in the details of which bulls we are using, which is encouraging," says Andrew.

The one major change that has been implemented this past year is calving the two-year-old heifers. It was a late decision that was made after Andrew and Michael purchased the property and only half were mated in the first year. This year all the yearlings will be put to a bull.

"I had to pull a handful of calves from that first round but having their fitness improved this year should fix that," says David.

They've bought three bulls with high genetic merit last year to put across the heifers and they've also decided to push calving of all the cows out by a month.

"The decision to push calving out was made so we can fit into the growth curve better," says Andrew.

This year saw 520 cows go to the bull, which Andrew hopes will only add value to the bottom line and not affect the mixed-age cow size or the weaning weights in April.

Profitability is important in the farming business and both Andrew and David believe that the Angus breed has built on this for Toronui.

David looks forward to watching the herd continue to improve, albeit from a distance now. He has but one parting comment: "I don't mind a white-faced cow but you just can't beat a black. Even my huntaway is black!"

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Whirlwind trip to sear and share in launch of AngusPure Special Reserve

WORDS BY OFFICIAL AMBASSADOR OF ANGUSPURE NZ

× JESS PRYLES

Long flights. I know all about them. Moving from Melbourne, Australia, to Austin, Texas, you get used to extended hauls. In early November I left my house in Austin to travel via LA to Auckland, and then board another flight to Palmerston North. All up I believe it was a 40-plus-hour journey. Luckily, I was fuelled by the promise of superb beef and the excitement of my first ever trip to New Zealand.

I know what you're thinking – it's nearly embarrassing that an Aussie has traipsed all over the globe but never jumped the Tasman. Luckily, thanks to Angus Pure NZ, that has now been rectified. As the

plane began to descend into Palmy, I remember being astonished at just how emerald green the grass appeared. So verdant and lush – it's no wonder that the AngusPure beef is of such remarkable quality with that kind of feed at your disposal!

I was met at the airport by AngusPure chairman Tim Brittain, who is a fellow BBQ enthusiast. Although, truth be told, his wife Kelly reports that he has over 30 grills in his personal collection, so he may have me beat. Despite the long journey, I was wide-eyed and ready to be whisked to Rathmoy Lodge in Hunterville. After all,



I was in town for a reason: to celebrate the launch of AngusPure's new Special Reserve export label by doing a live demo and feeding some VIPs with the product in question.

Driving down the winding driveway, the most gorgeous landscape unfolded before me, as the lodge sat nestled on the banks of the Rangitikei River. I'm not sure I'll get the opportunity again to cook in such a gorgeous spot. Perhaps it was the jetlag or the fatigue, but it seemed truly dreamlike.

Tim had organised the import of the very first Pit Barrel Cookers into NZ for the event. We fired them up with baskets full of coal as we started to prepare the whole tenderloins before the guests arrived. A brimming box full of eye fillets is a beautiful sight indeed! After a light trim and a generous sprinkle of seasoning, they were hung in the cookers and well on their way to becoming a feast.

Guests started to trickle in, and though I assume it was from knowing the correct address, I wouldn't have been at all surprised

if they had followed the delicious scent wafting up from the Pit Barrels as the tenderloins dripped their juices onto the coals and created fragrant steam.

After a welcome from AngusPure partner Guy Sargent, the new AngusPure Special Reserve product was revealed. Much like the revered branded programmes in the States, Special Reserve promotes a high level of traceability, all the way back to the farmer/producer, but also is the cream of the crop in terms of quality, marbling and carefully managed genetics. In short, it's seriously premium grass fed beef.

I then got to speak to the crowd for the next hour – chatting about all things beef and demonstrating a reverse sear technique for steak using a charcoal grill. Though everyone was interested in the how to, nothing could beat the part where they got to taste the results! The seared sirloin steaks were joined by perfectly medium-rare tenderloins, kissed with char and smoke

flavor. The crowd, comprised of media, producers and industry folks, descended enthusiastically upon the cutting board, remarking they'd never had anything quite so delicious (feedback that is most humbling but welcomed by this cook!).

Well after the sun had set and the last morsel of Special Reserve had been devoured, we made our way back into town. I may have fallen asleep in the back of the truck like a little kid on a road trip. I still blame the jetlag!

The next morning (and notably far more rested), we raced against the clouds to make it to the Atahua Angus stud in Feilding. Have you ever done a photoshoot in a paddock of cattle? I have. Owners Michele and Alan Dalziel even handpicked some particularly fetching heifers and moved them into the most picturesque paddock for us. You wouldn't think that so much effort would go into a seemingly simple pic, but that's what it takes.

We drove around to another paddock to visit the cows with their new calves (because, adorable!) and decided it would be a great spot to film a quick little video. And of course that's exactly when the rain started. The rain proved not to be the biggest obstacle, though. When I started to speak to camera, the cows decided to chime in... And made it their business to get louder as I tried to continue. If you want to view the hilarity for yourself, head over to the AngusPure Facebook page to see the video.

Just like that, it was time to head back to the airport. But not before Alan had commandeered me to inspect his barbecue and see if it was suitable for the reverse sear method. I fully expect that he's grilling up a storm and doing me proud.

And so, just a tad over 24 hours and my whirlwind trip to New







2017 Sale Bulls by:

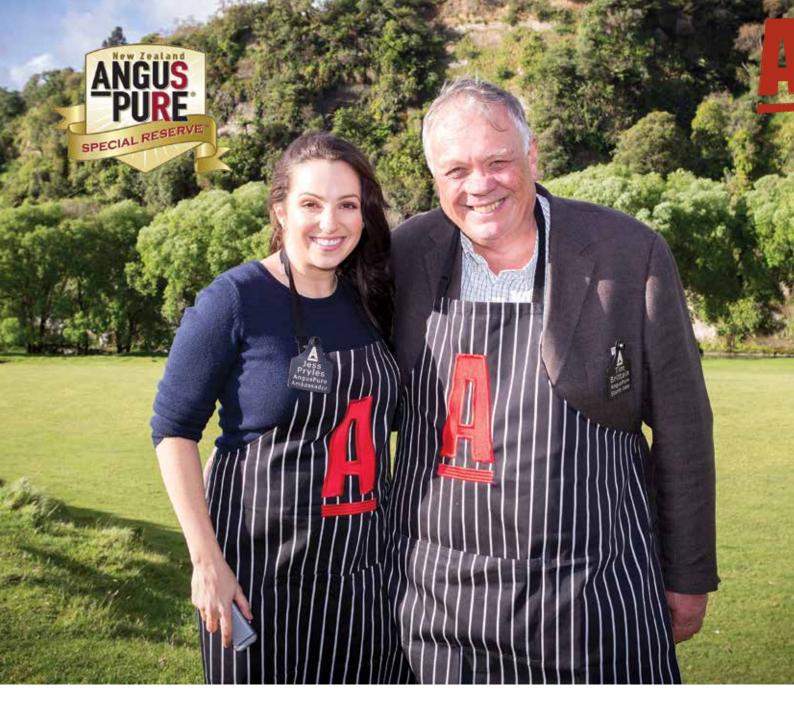
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Colin and Louise Dalziell Ph: (06) 328 5011



ANGUSPURE A year of progress

BY TIM BRITTAIN, CHAIRMAN

The future prosperity of everyone in the Angus business - be it stud breeder, cow calf operator or finisher - is the growth and success of our own AngusPure® brand, all of which are intrinsically linked. One of our key points of difference to the many "me too" copycat Angus brands is that the company AngusPure® is half owned by the registered members of Angus New Zealand.

During the last 12 months we have continued to be well represented at food service and retail by our partner distributors.

Those of you who shop for AngusPure® in New World supermarkets and some Pak'n Save stores will have noticed a brand refresh with some of our point-of-sale items and a sharper looking label in the near future.

Our new website was launched in the early part of 2016 and has been well received. This fresh looking and easy-to-navigate site allows us to present our story to a younger set of consumers. We know from general research these consumers rely heavily on

Googling the company when they are buying their brands, looking for assurance and ideas to cook that great meal. The website also provides a much-improved online store, which is really starting to get some momentum.

Don't forget, if you, your family or friends want some top quality AngusPure® beef then buy direct from our website. Green Meadows is working in association with Chef's Choice and is providing a great courier meat delivery service. Recently I was talking to a friend in Te Awamutu who had just cooked from his third order and he was raving about the whole experience, including the outstanding eating quality of the beef.

We have had great media coverage during the year and our social media presence is huge thanks to Sarah Ivey. Our TV coverage included a stunning piece filmed in the

South Island and shown on TV One as well as Singapore Airlines. I was even interviewed on the Country Channel on Point of View and both these pieces can be seen on our website - www.anguspure.co.nz.

Perhaps some of the real highlights have come in the last two months 2016. Firstly, in early November we hosted the launch for our brand extension - AngusPure Special Reserve (APSR). You have probably heard us mentioning this for some time but it was great to finally present it to our farmer partners in an event at Rathmoy, which also featured our Brand Ambassador, Jess Pryles, giving a barbecue demonstration. I bumped into one attendee in Hamilton a month after the event who had

driven down from Raglan for the launch. He and his wife thoroughly enjoyed the day and learning from Jess on how to cook the perfect steak. They are now keen followers of all things AngusPure®!

Coupled with the Special Reserve launch is a partnership with 36 leading Angus Studs around the country who have joined us in putting resources into targeting commercial Angus farmers with face-to-face contact and a ramping up of our AngusPure Source and Trace tag programme which is compulsory for Special Reserve grading and the premiums that will be attached to that supply. We are extremely excited about the appointment of our National Territory Manager (Kim Lowe) who started with us in early February. Early reports of Kim's work are extremely positive and we believe her role will help keep giving us an edge with our commercial farming partners. This is a new appointment and will help complete the information required for our new brand and make sure that everyone in the supply chain is aware of how their cattle are performing, as well as what adjustments they could make to their systems in order to achieve a higher strike rate of cattle that grade Special Reserve and therefore qualify for the premium payments.

In late 2016 Guy Sargent and Phil Ashton from Wilson Hellaby visited the USA looking to secure a regular customer for AngusPure® Special Reserve. They met with Broadleaf, a company owned by the Mitchell family (who are Kiwis) who have been developing a meat business based out of California for the last couple of decades. They offer other grain and grass-fed brands of beef. Their grass product is presently sourced out of Australia but they are very keen to have a breed specific quality grass product and a further plus is that it is from their home country.

Mark Mitchell and his wife Annie were recently (February 2017) in New Zealand on holiday and we managed to host them at two lunch events, one in the South Island and one in the North Island. Mark explained their business and what they hoped

to do with AngusPure Special Reserve®. Final

USDA label approval, etc., and the first kill should happen in March. We believe this

is a game changer whereby our brand will actually be on product sold to consumers and food service in the USA without it being rebranded with a house brand or similar. We are also excited to be in a position to reward those finishers who produce cattle that qualify with marbling: marble score 2 or better on the AusMeat scale with the highest price, marble score 1 a little less and marble score 0 will be just the basic "Angus" schedule of the week.

For this programme to grow and succeed to its fullest potential we all need to get in behind it and make sure our commercial

farmers are aware of it and the need to use AngusPure Source and Trace tags for cattle to qualify in two years' time. We are allowing a grace period for those cattle already tagged, but 2017 born calves

must be tagged for future qualification. Don't miss out!

The final activity just completed in the period of reporting has been AngusPure® sponsorship and involvement at New Zealand's first Barbecue and Butchers' competition named Meatstock, held at the ASB Showgrounds in Auckland on 25th and 26th February. This was a huge success. Paul Barris with his AngusPure® food caravan, first featured at Rathmoy, was cooking alongside ten other food trucks and trying to feed the sellout crowds of 6000 people each day. I spoke to Paul at the end of the first day and he had run out of buns that day and also sold 15% of the next day's AngusPure® steak! The American low-and-slow barbecuing style is just starting to take off here in New Zealand and there is a growing market for cuts like brisket and beef short ribs to fill the need. I pick this is only going to keep growing like it has in Australia over the last two or three years.

AngusPure® enters the next twelve months with high expectations and welcomes your commitment to our programme.



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www.anguspure.co.nz



City couple returns to their stud farming roots in CENTRAL

STORY AND PHOTOS BY SARAH IVEY

Take only photographs, leave only footprints; that's right isn't it? Well instead of footprints it was tyre marks a foot deep in the paddocks at Brookwood Station, as I was transported in my mind from Hawke's Bay to Southland.

"Oh, it's quite a dry climate," says Justin.

So much for the Hawke's Bay droughts, I thought...

Justin and Meg King came to Brookwood, just five minutes from Takapau, in 2005 after Justin became disillusioned with his role as a rural manager for Rabobank. Both were from stud farming families but decided they wanted to buy Brookwood, an 1125ha easymedium hill country property, which had great scope for development.

They started with a farm that was in good order, but had very little infrastructure, no water troughs and very few fences. Initially, they thought that 9000 ewes was the answer to getting the place up and running.

It wasn't long, however, before the stud breeder gene kicked back in for Justin.

"There's a bit of that genetic chasing, stud improvement gene in my blood I reckon."

He wanted that challenge as he believes that breeding stud cattle has a different dynamic to fattening and trading.

"You always have to be one step ahead, anticipating what consumers will want to be eating in ten years' time."

The Brookwood Angus stud was established in the

winter of 2013 after cows were purchased from Lynmar, Otoka and Goldwyn.

"We don't believe we bought at the bottom of the catalogue so we haven't had a lot of slippage in terms of what we've bred. We haven't had to do much culling at all," says Justin.

Justin does prefer working with the cattle and now strongly believes that, "sheep were born to die and it's our job as farmers to stop them." That said, sheep numbers have been reduced to just 1200 ewes, with lambs brought in for fattening as feed permits.

The 130-strong stud cow herd is just 15% of the operation, with 60% taken up by beef fattening and there is also a 115 cow commercial herd. This commercial herd lives on a diet consisting of 70% feed that nothing else will eat.

"The commercials were brought in to do the donkey work as we obviously can't push our finishing stock on rough feed."

The stud cows work too, just not quite as hard as the commercial herd.

Weaning weights in the 2015 stud herd were just 240kgs, which is partly the result of testing the cows.

"We flush the stud cows well to get calves alive on the ground and then we test them, to aid in the culling process."



JUNE 14TH 2017 WILL
SEE BROOKWOOD'S
FIRST ON-FARM BULL
SALE, AND A MULTIPURPOSE SHED IS
BEING BUILT FOR IT.
JUSTIN PLANS TO
AUCTION 20-25 TWOYEAR-OLDS AND,
ALTHOUGH THIS LAST
YEAR WAS A POORER
YEAR FOR HAWKE'S
BAY, HE EXPECTS SALE
RESULTS TO IMPROVE.

Justin's main priority is female efficiency. Everything is expected to calve as a heifer and it must then keep getting in calf year on year for 5-6 years.

"If it doesn't get in calf and subsequently raise that calf without good reason not to, it's culled."

Structural soundness is also paramount, and Brookwood continues to get even tougher as herd numbers slowly increase. Second only to fertility and soundness is growth rate, and coming in next is carcase quality.

The cows purchased initially, across the three different studs, were surprisingly consistent. Part of Justin's main focus is bringing his stud cow line closer together, which he does by selecting various bulls; thus gaining more consistent female progeny.

Three bulls that have been well used are 'Braveheart of Stern', 'William of Stern' and a 'Crumble' son.

"In our first decent line of weaners we had eight different sires. We noticed that the Braveheart sons stood out as a very consistent, top-end animal. So we've tried to repeat that to line up the females we retain in our herd."

Justin is now starting to look at bulls with the EBV figures to take the stud forward, whilst treading with caution.

"I want to slowly improve carcase attributes without detriment to the phenotype."

The basics are important and Brookwood is concentrating on getting those right, before slowly improving the eating qualities.

"I know the commercial farmer isn't getting rewarded now, but they will. It will happen."

Over the past few years Justin has noticed a generational changeover in the local area and changes are happening. His bull clients are mostly all local.

"Bulls in Hawke's Bay haven't sold well for a few years, so I guess if people want to spend less they're coming here. It suits me!"

For the 2015 and 2016 two-year-old bull sales, Brookwood has sold at the Cashbac Angus Bull Sale, and the demand for their bulls has been high. They would look to expand and sell more bulls but only if they have the demand. Justin is well aware that if he doesn't produce the right article, he won't sell them.

June 14th 2017 will see Brookwood's first on-farm bull sale, and a multi-purpose shed is being built for it. Justin plans to auction 20-25 two-year-olds and, although this last year was a poorer year for Hawke's Bay, he expects sale results to improve.

Part of the region's problem has been the climate, more specifically the severe drought. Brookwood does get summer dry but is often saved by isolated thunderstorms, and is mostly affected by a lack of autumn rains throughout March, April, May and June.

Brassicas and forage crops are grown to fatten lambs and the 1700-1800 trade cattle through the winter. Baleage and silage are also cut if there is surplus feed.







"We haven't got things quite right yet, in that we tend to lose control of too much feed in the late spring and then spend too much of the summer and autumn cleaning up that low quality feed," says Justin.

They're currently using Farmax to work out what stock classes to farm and trade. This helps you to forecast pasture cover and determine feed requirements based on stock policies, live weight, sale and purchases, etc.

"We're trying to find out what will produce most efficiently: lambs vs ewes vs breeding cows vs trade cattle. We're calculating which has the best return per kilo of dry matter and how much product we are producing per hectare as an entire farm unit."

Ultimately, Justin is trying to produce more beef off the farm.

"From what we've seen so far, we've decided to do more regrassing and we're making sure we buy trade cattle in at the right time, so they're putting weight on for a higher percentage of their time on farm."

With just a few years of farming under his belt, some may wonder what mistakes he's made. Justin is the first to lay these on the table and there aren't many, but the most crucial was a pretty simple fix: shade.

"I had a mob in a paddock with no shade a couple of years back and thought they were coming along well. When I got them in and weighed them they'd been losing a kilo per day." To combat this problem, Justin and Meg have been going through a programme with their local council to GPS the farm and fence off the waterways (there are hundreds of them).

"We've started implementing their plan and are currently planting the fenced off areas in trees," says Meg.

These plantings serve a few purposes: shelter from the autumn winds to limit their drying effect, shade for stock and the council is happy with improved water quality.

"The aesthetic changes are definitely welcomed. The farm will look stunning in ten years' time with all the pines, natives and eucalyptus," adds Meg.

Meg and Justin have a great working partnership as far as the major decision-making goes at Brookwood. Meg also has her own occupational therapy business so the day-to-day farm labour is undertaken by Justin and two full-time staff.

Their long-term plan is to "consolidate their debt position" (yes, that's the banker coming out in Justin) and get ahead.

"I'm comfortable with where we're at," says Justin, "but you just don't know what's around the corner or what the markets and interest rates will do."

The farming operation is run very much as a calculated business at Brookwood Station. The lifestyle was a welcomed change from banking and the city for Justin, Meg and their young family, though not for lack of hard work getting there.





TOP FEMALES PURCHASED FROM:

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Angus Sire Benchmarking PROGRAM



BY CHRISTIAN DUFF, ANGUS AUSTRALIA

ASBP Cohort 4 - The Results Are In

The collection and analysis of the full suite of performance data for the Cohort 4 progeny of the Angus Sire Benchmarking Program (ASBP) has recently been completed. This includes abattoir carcase grading outcomes for steers and fertility information for heifers which were bred from 21 sires. Two New Zealand bred-sires, Te Whanga M14 and Wairere Ynot Y0491, were among them.

Results from performance data analysis are available in the latest BREEDPLAN EBVs and Indexes. An EBV listing of the Cohort 4 sires is available from the Angus Australia website through the interactive online Sire Benchmarking listing under the Catalogues menu. Updated Progeny Performance reports, including sire progeny average values, are also available from the Angus Australia website (www.angusaustralia.com.au).

As background, the ASBP steers entered the University of New

England's Tullimba Research feedlot at around 450kg average live weight with most steers being in the 400kg to 500 kg range. They were on feed for approximately 100 days at Tullimba, undergoing Net Feed Intake testing, before being relocated to Rangers Valley Feedlot, Glen Innes, for an additional 170 days to complete a total feeding period of 270 days.

Overall, 283 steers have been processed for ASBP Cohort 4 coming from three ASBP co-operator herds. A summary of the carcase performance statistics for the Cohort 4 steers is tabled below:

While it is important that the steer carcases perform and grade well on average, for the purposes of the ASBP research, the variation in traits, to pick up sire genetic differences, is vital. For example, while the carcases averaged 440kg, they ranged from 283.5kg to 528.38kg, a range of 244 kg (Figure 1).

	Live Wt (kg)	Carcase Wt (kg)	Dressing (%)	P8 Fat (mm)	Rib Fat (mm)	MSA Ossification (Score)	MSA Marbling (Score)	AUSMEAT Marbling (Score)	EMA (cm²)	MSA Index
Av.	776	440	56.6%	20	19	148	521	3.23	89.1	65.1
Max	934	528.3	60.6%	42	39	200	860	6	119	68.7
Min	546	283.5	51.8%	9	6	110	280	1	67	61.6

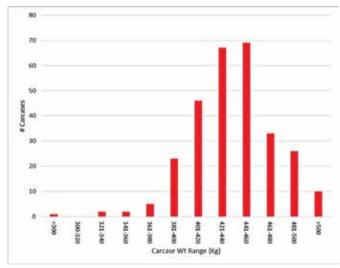


Figure 1 – ASBP Cohort 4 Steer Progeny Carcase Weight Range



Cohort 4 in-calf heifers - March 2016.





First progeny for sale by **Kaharau 12-40**

Sires of Sale Bulls

Kaharau 12-40 Kaharau 12-218 Kaharau 11-831 Kaharau 10-625 Springdale 244

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The carcase data collection and analysis for the Cohort 4 steers has been completed.

Additionally, the natural joining outcomes on 216 Cohort 4 yearling mated heifers (i.e. siblings of the steers) have also been collated and analysed to produce updated Days to Calving EBVs for the Cohort 4 sires. This involves measuring the days from the heifer's first exposure to natural joining (i.e. bull in date) until to the day the heifer calved. If a heifer was exposed and does not conceive or calve then a penalty record is applied.

The ASBP is a major R&D initiative of Angus Australia with support from Meat and Livestock Australia and industry partners such as Vetoquinol, Rangers Valley Feedlot and John Dee Abattoir. The objectives of the ASBP are:

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

For all ASBP related questions contact Christian Duff, Angus Australia Strategic Projects Manager M: +61 457 457 141 or email: christian@angusaustralia.com.au

Angus Sire Benchmarking Program - Background Info

The Angus Sire Benchmarking Program (ASBP) has demonstrated that there is great potential to achieve genetic improvement in Angus breeding programs by capitalising on the genetic variation that exists between Angus animals.

A recent project undertaken by Angus Australia assessed the variation in the average performance of progeny from sires in cohorts 1, 2 and 3 of the ASBP.

This project has illustrated the considerable genetic variation that can be found between Angus animals and the opportunity that consequently exists to improve the productivity and profitability of Angus beef breeding enterprises by utilising superior genetics.

The Angus Sire Benchmarking Program is an initiative of Angus Australia that aims to:

 a. generate progeny test data on modern Angus bulls, particularly for hard to measure traits such as feed efficiency, abattoir carcase measurement, meat quality attributes and female reproduction;

- generate data for the validation and refinement of Angus BREEDPLAN; and
- build a comprehensive phenotype and genotype database on Australian Angus animals for genomic technology validation, research and development.

Within each cohort of the ASBP, on average, 40 sires are joined each year to approximately 2000 Angus cows to produce 25 progeny (50:50 steers and heifers) per sire using fixed time AI. In this program, the progeny of each sire are comprehensively performance recorded across a range of traits relating to fertility, weight, feed efficiency and carcase merit.

The project was designed to evaluate the difference in the average progeny performance of high and low performing sires within each cohort of the ASBP, progeny performance data was collected for all major traits and the standard BREEDPLAN adjustments and contemporary groupings applied.

Performance data such as shear force, MSA index, MSA ossification and MSA marbling that are not included in the routine Angus BREEDPLAN analysis were split into the same contemporary groups as carcase weight.

The performance data was then analysed through the Statistical Analysis System (SAS) to generate least squares means (LSMs), being each sire's average progeny performance for each trait.

Once the sire LSMs were obtained, the average progeny performance for the highest five and lowest five performing sires in each cohort were calculated for each respective trait, followed by the conduct of a T-test to quantify whether the difference in progeny performance between the highest and lowest performing sires was statistically significant or not.



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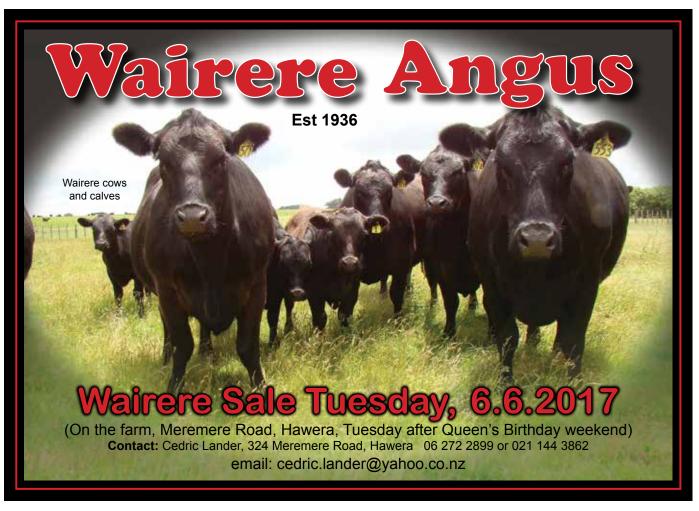






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You could be easily fooled by Sue Crawshaw's happy go lucky attitude and infectious laugh: This is a busy woman with a multitude of talents.

Driven and high achieving, Sue juggles primary school teaching in the tiny town of Nuhaka on the east coast of northern Hawke's Bay with stock judge co-ordination and Kenhardt Angus' beef breeding.

On top of all that, she has just stepped down from spending eight years nurturing the next generation of cattle enthusiasts through the Future Beef youth mentoring and industry experience programme.

Sue met her stud farming husband Grant in the 1980s, marrying in 1991. At the time, Grant was running Kenhardt Angus stud for his parents.

It wasn't long before Sue was ready to settle down and have a family.

Initially, she was more than happy to help out on the farm as well as working in the bank in Wairoa.

When her youngest child, Nancy, was just one year old, Sue had a lightbulb moment.

"I decided the last thing I wanted was to be picking up lambs at the weekend because we were hard up," she recalls.

So she applied for the first round of online teacher training through Waikato University and once accepted, she completed the three-year degree from home.

"The kids went to bed at six and I'd work every night till midnight."

The 'kids', as she refers to them, are actually now all young adults, with young Nancy now 20, Patrick 23 and Annette 25.

When asked about how her three children all became so involved with farming and cattle, Sue is quite matter-of-fact. Growing up in the Crawshaw family simply meant cattle was the way of life.

"Our kids just learned to get on and do it, as we didn't give them much of a hand with their farming interests," she says.

Sue fondly remembers all her kids wanting, "farm stuff for Christmas".

She says they had a model farm laid out on the bedroom floor and would lie in bed at night discussing which mob needed to be shifted in the morning.

With all three now having an agricultural degree of some sort, as well as a vast knowledge of stock judging and genetics, husband Grant has a struggle getting his opinion noticed when it comes to picking out stock.

"He often has to pull rank by informing them that while he still pays the bills, he will have the final say," she jokes.

The Crawshaw children's knowledge has been nurtured and developed by Future Beef New Zealand, which began in 2006 and is run alongside the Beef Expo National Sale in May every year.

"Our children have all been involved right from the start. Grant was on the Angus New Zealand council when it began and the kids were all told they were doing it. No questions; just do it. So they did, I guess."

As Sue got more involved during the first year, she was asked in 2007 if she would come on board with the event as the Chairperson.

"It was going to (Alpine Angus stud breeder) Jenny Herries or me, and I didn't have a good enough excuse to get myself out of it!" she says when asked about accepting the role.

So for eight years she helped pull the strings together and grow Future Beef from its 15-20 competitors in 2006 to over 90 in 2016.

Sue, as humble as ever about the role she has played, feels very fortunate to have had so many great mentors supporting her along the way, right through the wider beef industry, and also from their sponsors alike.

"The executive team at Future Beef have a fantastic can-do

ANGUS YEAR

attitude. Rebecca Paterson was a brilliant partner in crime and we had a winning formula; Rebecca did the cattle and I did the people."

The whole event was put in place to try to encourage the youth and get them involved with cattle. Sue believes if you want to encourage your children into farming, it's a great way to do it.

"For our kids it's really opened

their world and taught them to be independent. They've learned how to talk to industry leaders with confidence and, over and above that, they've made lifelong friendships with other young people across the country."

But she recognises her children also had to endure what she sees as some short-term pain to reap the rewards of long-term gain. Sue was so busy ensuring the event ran smoothly that Nancy, Patrick and Annette did everything for themselves, even finding a friend's parent to feed them over the weekend, "for which I am eternally grateful," she stresses.

Sue has always done her best to ensure she knew every competitor and spent days analysing all their results. This way she could give an educated reference when called upon, which was often.

"The standard of the competitors has just improved so much; they're a real credit to themselves. Ten years ago the kids were just chuffed to get their steers around the ring without them getting away, whereas now it's so much more about the skill and ringmanship of the competitors," she says.



After stepping down as Chairperson in 2015, Sue still has her hand in the stock judging side of things. She instigated and now runs the stock judging competitions at the Hawke's Bay, Gisborne, Dannevirke, Wairoa and Central Hawke's Bay shows, which all comes under her current umbrella role of Eastern Stock Judging Co-ordinator.

"Everyone used to say that the tter stock judgers, but Future Beef has

South Islanders were the better stock judgers, but Future Beef has changed all that. Us North Islanders can certainly hold our own now," she says with a proud twinkle in her eye.

The fruit of her work can be seen in many of the young people she has helped and encouraged along the way, who are now stepping up and taking on some of the responsibilities themselves.

"It's great to see the younger ones taking it on and keeping it all going."

There is talk of setting up a similar event to Future Beef, but with sheep. Sue is hopeful that this would spark more interest with young people in the sheep industry, and there is an unmistakable impression that her energy for involving the youth in the beef sector will inevitably spill over to sheep.

Behind the smiling exterior, Sue Crawshaw is a driven woman, determined to leave a mark on our youth in the agricultural sector.

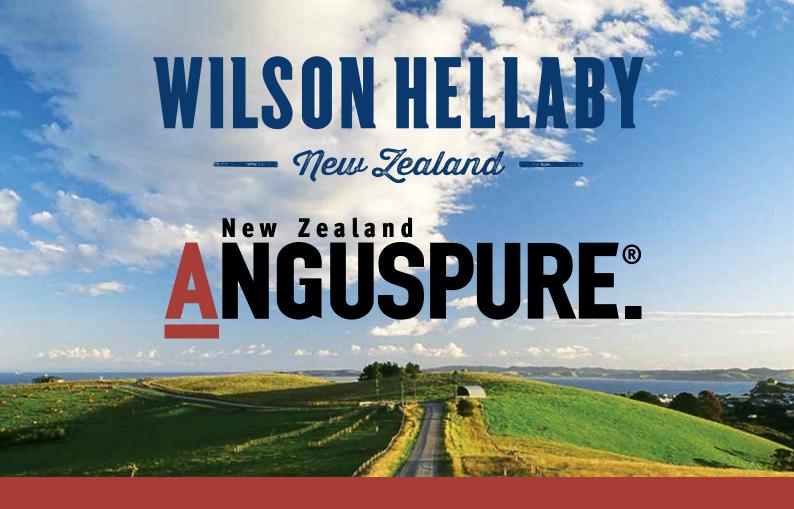
She is not one to just sit back and watch and still gets a thrill whenever Grant is referred to as, "Sue Crawshaw's husband". It may have all started with beef, but you can be sure it will not end there.



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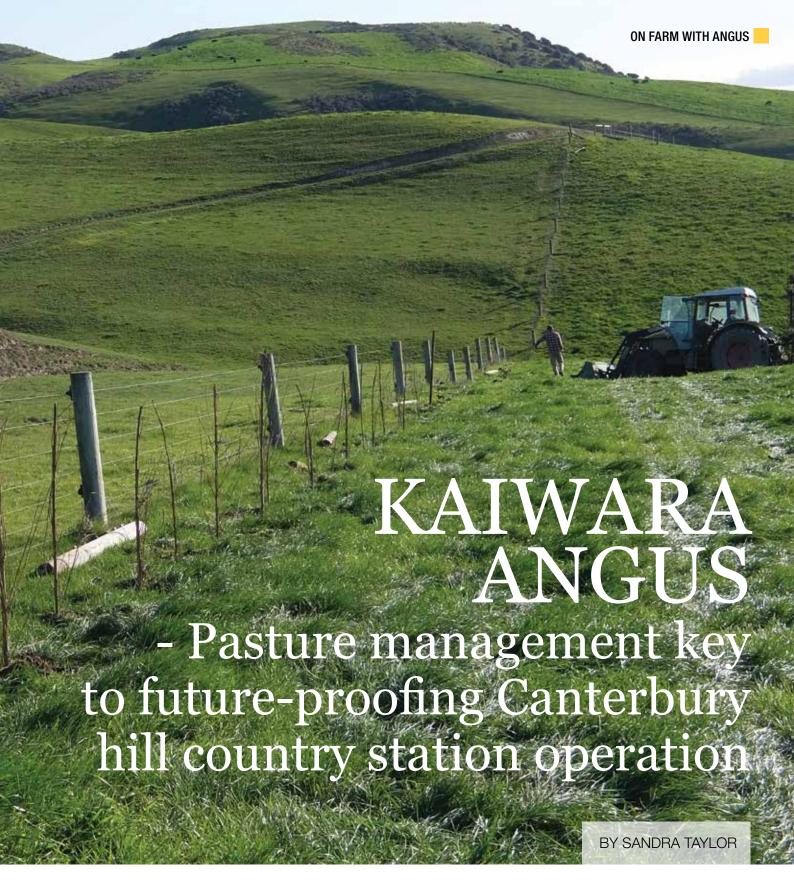
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Since taking over the management of the Johns family's 1300ha hill country farm four years ago, George Johns has changed the sheep policy, undertaken a hill country development programme and adopted technologies from the dairy industry and applied them to his stud Angus operation. These include rotational grazing, the use of single-wire electric fences and synchronising and artificially inseminating heifers.

It is, of course, a work in progress. Drought has dictated the management over the past two years, although building resilience into his farming system by reducing sheep numbers in favour of cattle and growing more drought-tolerant pasture species is all part of the long-term plan.

Similarly, changing sheep breeds from Romney to half-breds is part of this strategy to future-proof the farm. George says these sheep are better at foraging in dry conditions and are able to be pushed into harder hill country, which allows the easier hill country to be spelled.

George is now operating a five-year ewe policy, buying 500-1000 (depending on price and feed) of these ewes from an Ashburton sale in January and running them onto hill country. These ewes are run



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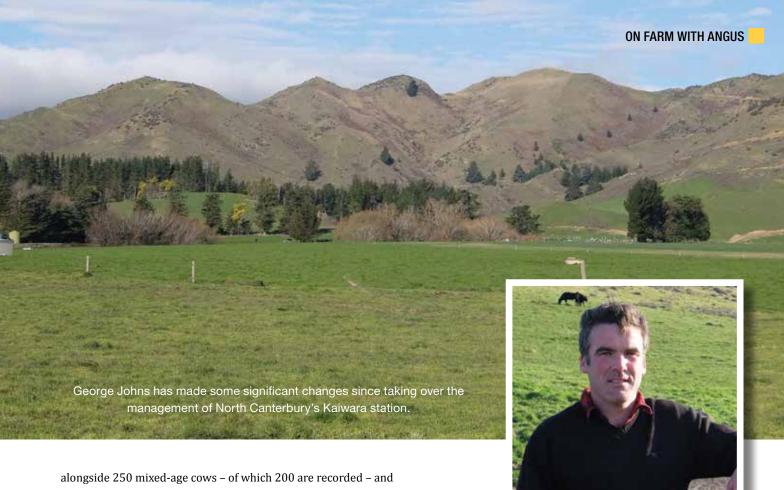
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alongside 250 mixed-age cows – of which 200 are recorded – and 50 heifers. Surplus heifers are either sold in-calve to local buyers or shipped to China.

The move to run more cattle and fewer sheep is part of a management plan to operate with higher pasture covers and protect the hill country.

Borrowing grazing management strategies from the dairy industry, George says he is aiming to set up more of a rotational grazing system on the hill country and will do this by using a single-wire electric fence system-commonly used in dairy and bull beef systems.

Coupled with this change in grazing management is the establishment of more drought-tolerant pasture species including subterranean clover and cocksfoot. These have already proved their worth generating valuable feed in spring and autumn, and George will gradually increase the area sown down in these forage mixes.

The increase in cattle numbers will be incremental, but this year he has 150 dairy beef calves which will be grown out on Kaiwara. These calves have come from his brother's dairy farm which lies on the flat land adjacent to Kaiwara's hill country.

George supplied the Angus bulls at mating and the resulting calves were reared with the dairy calves before being moved over the road to Kaiwara. These will be grown out and finished.

There are a number of synergies between the two operations, with George providing grazing support for 300 yearling heifers and 1100 dairy cows.

Fodder beet crops are grown for the younger cattle and green feed oats (under-sown with Italian ryegrass) are grown for R1 Angus bulls and calving Angus cows. The bulls graze the oats in autumn; the crop is shut up and used for the early calving cows from mid-July. These start calving on August 10.

George is a fan of this oat-Italian ryegrass mix as it provides a bulk of low-cost, high quality feed for that early spring period. After calving the cows and calves are back out onto the native hill country.

Onto the hills

The Johns family started their Kaiwara Angus stud in 1971 and the cows have moved with the family away from easy country to hard hill country, mirroring land use changes throughout the country. For this reason, they are breeding medium-type cows of around 550kg. George says they don't want the cows to be too big, but neither do they want them to be too small.

As he strives to continually improve the herd, George has begun an AI programme in the heifers. Using CiDRs, the heifers are synchronised and last year, were inseminated with semen from a bull the family had bred – but sold – some years ago. George says they work in with the dairy farm with the AI, using the same technician to AI both the dairy cows and beef heifers.

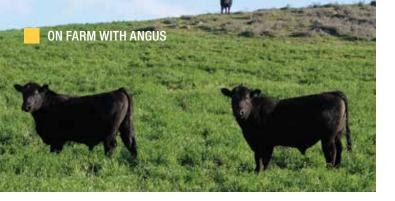
The bulls used over the mixed-age cows are sourced from Te Mania, Stern and Matauri studs.

When selecting genetics, George is particularly looking at Estimated Breeding Values for 200-day growth rates, medium birthweight and medium fat levels. Primarily, he wants a low maintenance, good-doing type and says this is reflected in bull performance.

"We see it coming through in the bulls, they can easily put on weight – and they need to be able to do that. The cows need to be able to stay in good condition in this country."

The cows winter on the hills on summer-saved pasture, although the drought has made for a couple of tough seasons. The new rotational grazing regime, along with fewer sheep, should mean George is able to build pasture covers so the cows will have feed under their feet throughout winter.

The drought has meant George has had to buy-in some feed and early last year, the bulls were fed Palm Kernel Expeller, just to keep them growing.



Selecting replacements

After weaning in March (the average weaning weight is 220kg), the bull calves are wintered on grass and rye corn and oat crops. In spring, George selects the best 45-50 bull calves. The balance is sold, leased or finished. The top yearling bulls are scanned, fertility and block tested and around 25 sold at an on-farm sale in June.

The heifer calves are rotated around the down country before being wintered on fodder beet.

George says having the calves wintering on a crop works well in that it frees up pasture and allows the grass to come away for spring. Similarly, the bottom cut of heifer calves are finished, the second cut is sold to China and any not in-calf are also sold or finished. George has also sold surplus in-calf heifers in December and it is an option he would like to keep open.

He keeps 50 in-calf heifers as replacements.

The cows and mated heifers are pregnancy scanned twice: once to determine whether they are in-calf, and again for foetal aging. This helps with feed management and George also knows the exact age of the calf at weaning.

Keeping score

Another management tool George has adopted is Body Condition Scoring. This is done pre-calving in July and again just before mating. This enables him to strategically feed lighter cows so they both get in calf easily and feed their calves well.

"It's just about looking after them so they look after you."

The installation of a water system has been an integral part of the hill country development George has undertaken. It has allowed extensive sub-division and hill-country cropping.

"It has made a huge difference," he says. "Once you have water you can do anything."

Next on the wish-list is a set of cattle-yards at the top of the hill, which will allow him to carry-out animal health treatments such as scanning and AI more easily.

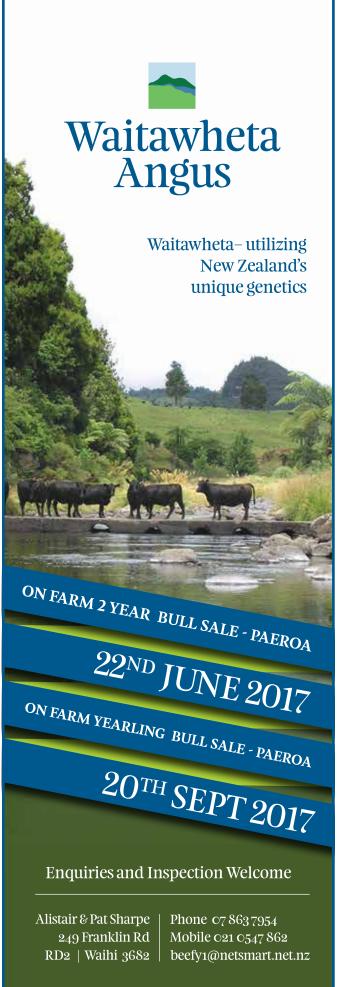
Clearing matagouri is part of the hill country development programme and George is targeting 10-15ha a year. The matagouri is sprayed out with metsulfuron and then left to break down.

He is also planting poplars for shelter, amenity value and a potential feed source.

While Kaiwara is George's home-base, he also oversees the management of another family-owned property in North Canterbury. The 300ha farm near Waiau has finished Kaiwara lambs and was something of a safety-valve during the drought.

George is supported by his partner Penny Clark-Hall who has a background in marketing. Penny is taking a more multi-media approach to marketing, setting up a Facebook page to promote the stud.

The couple is also exploring tourism options for the farm, making use of some historic farm building and established gardens.



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The rising two-year-old Angus sires currently being held at the Angus Bull Unit near Feilding are outstanding, says Cedric Lander.

And he should know – he's been running these bulls for the past six months and his dedication and passion for the animals has reaped rewards.

The bulls are competing head-to-head in identical paddock conditions. Optimum growth and soundness is under close scrutiny.

"I consider these bulls one of the better lines I've seen and I'm very pleased with how far they have come along this year," says Cedric.

"The management shown by property owner Dave Wright and the great growing season have certainly helped."

Bill Austin of Austins Ultrasound has completed the structural assessment of all 27 bulls. Over the past year he has also had a look under the shiny black hides of them all, to reveal the highly marketable qualities of both eye muscle area (EMA) and intramuscular fat (IMF).

"Not all black cattle are good. It's what's under the skin that matters," says Bill.

Throughout their time at the unit the bulls have all been retagged with a bull unit specific tag by Zee Tags, and Zoetis have taken tissue samples for their i50K testing.

The breeders themselves, as well as hordes of commercial farmers, turned out to the open day in late March. They were taking the opportunity to inspect the bulls in the flesh and making some early decisions about which might be well suited to join their breeding programmes.

With buyers looking for both top genetics and great phenotype, the final test is held in the auction ring at Beef Expo in May.

BY SARAH IVEY





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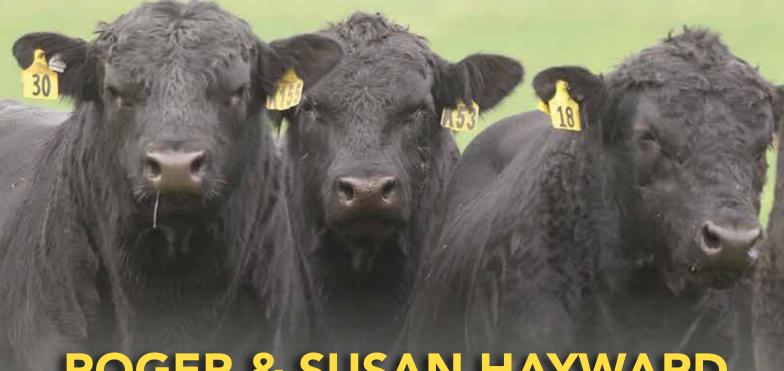
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We have the knowledge BY GREG MCSKIMMING NATIONAL AGRI-BUSINESS MANAGER, - Let's use it

The drive to produce exceptionally high-quality beef has gained genuine momentum over the past 5 years.

Since 2011, Silver Fern Farms has developed a new premiumbranded beef business that is now 20% of its prime steer/heifer category with annualised growth of more than 40%. Focused on the high-end restaurant trade and also niche FMCG retail segments, Silver Fern Farms has targeted the key global hotspots of Germany, China and USA, as well as our home base here in New Zealand.

Consumers are increasingly discerning. They know what they like and they are prepared to pay for it. But the product must be what they expect - every single time. Get that wrong and you've just undone years of work and broken your consumer's trust - all within the few seconds it takes to savour the first mouthful of their meal.

The Eating Quality System

By now, most of you will be familiar with Silver Fern Farms' Eating Quality[™] (EQ) System. This science-based approach aims to ensure the consumer enjoys an exceptional dining experience every time. Our research partners Texas Tech University and the University of Otago carried out an extensive consumer trial which analysed 19,900 consumer taste tests of 97,000 beef samples. That allowed us to confidently identify correlations between consumers' eating experiences (which covered aspects such as

taste, tenderness, flavour, colour, price expectations), carcase characteristics and on-farm management factors.

What did we learn? It came down to six carcase "attributes" and all six can be assessed within one minute, between overnight chilling and the carcase reaching the secondary butchery. The six Beef EQ attributes are pH, marbling, ossification, rib fat, meat colour and fat colour.

As a marketer and processor, we cannot control what happens on farm. However, we can share with our farmers what our consumers and customers tell us and we can accurately feedback the performance of individual carcases. This is what is so powerful about the EQ System: The carcase is still whole, yet we know whether it will meet consumer expectations for tenderness, juiciness and flavour, or not, before it even makes the consumer's plate.

How do Angus shape up?

I won't be telling readers of this magazine anything they don't already know. Angus shape up very well indeed.

With the Angus cattle that have been processed under our Angus prime beef programme these animals need to be at least genetically 75% Angus; we have an average EQ hit rate of 42% for steers and 30% for heifers.

RESEARCH AND DEVELOPMENT: UNDER THE SKIN

Marbling is a major contributor to eating quality, but it is not an attribute you can create if an animal does not have the marbling genes. The good news is that Angus do. It's part of the reason we offer an Angus specific contract. Angus finishers get a \$0.15 cent/kg premium which we top up with a further \$0.10 cent/kg if they achieve the EQ Reserve grade, creating a total premium of \$0.25 cent/kg.

But making the grade is not just about genetic predisposition. There are many on-farm factors that can influence how a carcase measures up, regardless of genetics, during the crucial assessment.

How can you influence eating quality?

As every season passes, we are learning more about the on-farm factors that influence the six attributes.

Because we want to feed back information to help both farmers and Silver Fern Farms grade more carcases "EQ", we have produced an Eating Quality Field Guide. Each of the six attributes is described in the guide – why the attribute is important and how it's measured – and then we share what we know about influencing that attribute on-farm using a combination of animal and meat science, and real farmer experience.

For instance, pH must fall between a narrow band of 5.3-5.8. What are the most influential ways you can ensure you hit this target? The field guide tells you exactly: avoid stressing the animals at all times and ensure good nutrition in the last two weeks, pre-processing.

What about marbling? Again, we tell you what we know. As mentioned, genetics are the bottom line. Specifically, take the time to study the Percent Intramuscular Fat (%IMF) estimated breeding value. The next most critical influence is good long-term nutrition. And, finally, weight matters: The heavier the animal, the better the marbling.

Understanding Beef EQ workshops

In the last four months of 2016, with the support of the Red Meat Profit Partnership (RMPP), Silver Fern Farms has delivered 20 Better Beef workshops throughout New Zealand. Over 300 prime beef farmers have attended these two-hour workshops, which have been all about understanding beef eating quality – and why it's important, but also to educate farmers on how to improve their hit rates. This is a combination of both the EQ science and key insights from farmers that have been scoring well on the EQ programme.

The RMPP is a red meat sector and government collaboration under Ministry for Primary Industries (MPI) Primary Growth Partnership. The programme draws together nine industry partners including Silver Fern Farms.

Beef EQ and FarmIQ

The Silver Fern Farms Beef EQ kill sheets are clear and informative. But, clearer and more informative still are the Beef EQ reports that Farm IQ farmers can access.

It's thanks to electronic ID (EID) that an enviable depth of information can be gathered and recorded back against individual animals. The result is that you can quickly drill down and learn which breeds performed well, which forages delivered results and which specific mobs did well.

The reports are highly visual. A single screen gives you all your high-level information. First up, a dial shows the number of



animals that made EQ and that tally as a percentage. Then six bar graphs summarise how your animals performed against each of the attributes. Click on any bar within any graph and more information appears. Finally – and still on the initial screen – is the most powerful on-farm information. A graph where each bar represents variables, such as breed, gender, growth rates, forages. A couple of intuitive clicks later and you will have a clearer understanding of why some animals hit EQ, and others did not.

Consumers are becoming more educated and astute. This offers significant opportunities for New Zealand red meat to cement its place in the global market. We have the knowledge. Let's use it.

For more information on any of the points covered above, please email greg.mcskimming@silverfernfarms.co.nz or contact your local Silver Fern Farms livestock representative.

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Carnivores come out for MEATY festival



PHOTOS BY GREG BOWKER



Meatstock is a two-day meat and music festival that has made the jump across the ditch from Australia, and thank goodness it has!

The blending of some stunning live musical acts with generous helpings of craft beer and delicious barbequed meat is an inspired idea for a festival.

Over a balmy February weekend, the Auckland showgrounds were packed with thousands of interesting carnivore characters, who provided as much to feast your eyes on as the varieties of meat on offer.

A highlight of the event was the barbeque workshops and classes. Arguably the most popular being that of 'Big Moe Cason' from Ponderosa BBQ – the legend of barbequed meat made famous by not only his awardwinning mad cooking skills but also for appearing on hit TV show BBQ Pit Masters.

Proudly sponsored by our very own AngusPure® beef, the event was a sellout. AngusPure® partner Guy Sargent was a judge for the barbecue wars, in which Kelly and Tim Brittain were competing as Storth Oaks Smokers and finished up in the top ten of a field of thirty-six teams. AngusPure was also proud to sponsor Peter Tuapawa, who was placed 3rd in the Butcher Wars section. He's off to Australia to compete against the best of the best.

Paul Barris was on site with the new AngusPure food truck, which had long queues and hundreds of satisfied customers.

Visitors included Phil Ashton of Wilson Hellaby, Dean Fitness of Chef's Choice, Hamish Williams of Turihaua, Roger and Susan Hayward of Twin Oaks and even the odd stock agent, to name but a few.

All those who attended were sure to have been grateful for taking along an empty stomach... Keep an eye out for tickets to Meatstock 2018, it's sure to get you salivating!



















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Meat consumers focusing more on health and welfare



BY ALAN MCDERMOTT, ANZCO AGRIBUSINESS MANAGER

Food purchasing decisions are being driven by a widening range of factors.

The traditional elements of price, taste and convenience are still important, but additional factors like health and wellness, safety, social impact, experience are growing factors. Transparency is now an essential component.

These things used to be important to a niche group, but new research by Deloitte shows roughly half the people surveyed say their purchase decisions are now influenced by these evolving factors. In addition, these factors are not specific to a region, age or income.

This means the "plate" featuring factors driving food-purchasing decisions now looks like this:



Source: Deloitte 2015

In my experience, New Zealand is generally well perceived by customers and consumers. Although they may know very little about New Zealand, "Made in New Zealand" is not seen as something to be afraid of; we are seen as green, welcoming and open. "The New Zealand Story" – open spaces, open hearts, open minds – is broadly credible. However, the reliance on the overarching New Zealand story means that if anybody or any sector in New Zealand stumbles, we could all end up falling together. We are only as good as the lowest denominator. We are all in this together.

Has New Zealand's fortunate place in the world resulted in

agriculture here becoming relatively unprepared for the future in which operational excellence and partnerships are essential? Is New Zealand agriculture running on complacency and opportunism? Does it have the required culture for long-term success?

Similarly, I would challenge Angus stud breeders and farmers who produce Angus beef – have you become complacent, reliant on the work of those before you? As a processor, ANZCO sees significant variation in the meat quality traits of Angus cattle delivered to our sites.

Marbling, which is a key driver of eating experience, is highly variable, tending to be lower than many top-end customers actually want. Fat cover, which is essential for underpinning a steady decline in carcase temperature so to avoid cold shortening as well as being an indicator of marbling, also tends to be lower than desirable.

I accept the processing sector has been slow to provide good data on beef quality and also in sending quality/price-related signals. This is changing. Breeders and beef producers alike must embrace this feedback and find ways through breeding and feeding to respond. Not to do so would be to undermine the not insignificant value that is associated in consumers' eyes with "Angus."

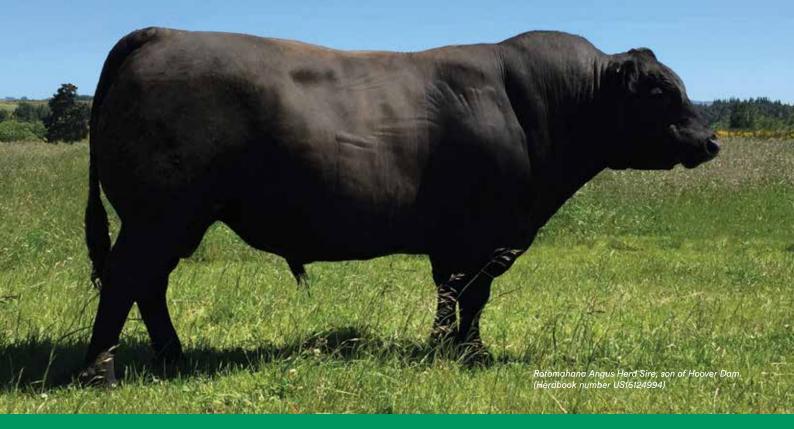
A useful way of considering how value is created and maintained is the tiers of value. Underpinning everything is quality assurance: is the product safe and fit for purpose and has it been produced in an appropriate manner? Secondly, the supply must align with when the customers actually want the product, not just when producers feel like supplying. Thirdly, the eating experience must be superb, and consistently so. Then and only then will a brand story have any value; otherwise it is no more than a flash looking label making claims that are unsubstantiated.



Angus New Zealand 2017 79

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New Zealand Angus farmers are in a prime position to demonstrate these attributes. The Deloitte research backs the trend of people wanting to know more about where their food comes from. This will result in ANZCO seeking more information from farmers and others so we can be transparent throughout the value chain and make the most of the trend.

The consumer-driven value chain

Consumers do care about production practices. In most developed markets, such as UK, EU, US, and Japan, they expect not to have to worry about where or how food is produced or what impact it might have on the environment. The majority could be considered to be wilfully ignorant. However, in developing markets, production practices are paramount because they live in low-trust environments. You need to farm like they're watching you - because they are.

Consumers everywhere are focusing on four key aspects – "good for me," "good for the world," "good quality" and the ever-present "good value."

- 1. Good for me products must have integrity, safety and naturalness - being antibiotic-free, grass-fed and hormone-free. Consumers are seeking reassurance on all of these attributes and want full traceability. GM-free and organics are continuing to trend upwards. Natural and organic beef consumption in the US increased more than 50% in two years from less than 4% to more than 6% of purchases.
- 2. Good for the world this value centres on animal welfare, ethical production and environmental stewardship. The drive to support local food producers will not cease; it makes consumers feel they are making a difference to the world, socially and environmentally whether they are or not.

Whilst some consumers are prepared to give up a little in product attributes to achieve other outcomes for society, the environment or their own wellbeing, they very much require "good quality" as well. They expect variety and choice of cuts and pack sizes, while

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also expecting consistency in availability. Generally consumers don't have robust knowledge of the farm or the seasons. Discussions with customers indicate many believe it is green and warm all year round in New Zealand – the land of milk and honey!

- 3. Good quality consumers, especially those with an interest in healthy eating, are label readers and require information on nutrition and health. They are discerning and take time to learn about products and how they are produced. The widespread availability of smart phones means that consumers are now very connected and tech-savvy and through social media can readily share ideas, news and knowledge with the capacity to rapidly and dramatically enhance or destroy a product or company's image. These shoppers are cynical, having been exposed to too many logos that mean little. We need to have substance and integrity in what we do and what we say we do and be able to prove it 24/7.
- 4. Good value has always been a focus for consumers, and is relative. Some consumers are prepared to pay more for similar products that have more of the "good for me," "good for the world" and "good quality" attributes. However, the recent global economic situation has encouraged shoppers to become more conscious of food cost and waste with frugality becoming the new order. Retailers are seeing shoppers using different stores for different items and bargain hunting, while other shoppers have embraced buying groceries online for convenience.

Retailers provide the pathway to consumers. They see themselves and are seen by consumers as the custodians of food system integrity (food safety, animal welfare, human rights and the environment). They need to demonstrate they take these issues seriously and are more ethical than competitors. Products and production systems that are environmentally sustainable and ethical allow retailers to tell a good story and New Zealand Angus farmers are well placed on this front.

Processors and marketers provide farmers with access to consumers. They must perform to a high standard to support their role in the value chain. To be successful, they need to build more partnership relationships with farmers to achieve the more exacting customer requirements.

Angus breeders and farmers are a key part in the value chain story. Their position can be enhanced with enduring relationships with processors and customers. However, they need to be able to verify what is claimed and celebrate the story.

PREPARING FOR THE FUTURE

There are many challenges facing beef farming and the processing industry. However, the shift in what consumers want provides opportunities.

Supplying niche markets

 Target those who care about what is good for them and the world, and who are prepared to pay for it

Total quality management

- Doing the right thing with integrity pays
- Be able to verify what happened throughout the entire value chain/animal's life

Building commercial relationships

- Future success depends on farmers picking a partner and being aligned with and transparent to them
- Transparency requires direct relationships between customers, processors and farmers
- All parties will be accountable for their role in creating and delivering value

Collaboration

 Working with other farmers to gain the benefits of new technologies, genetics, and feed options while ensuring farm systems don't become too complex

Customer satisfaction

- · Consistently delivering what the customer wants
- Relentless focus on continuous improvement
- This may mean changing some traditional farming practices that customers don't like, or providing increased education about the benefits of the practices

Ongoing investment in reputation

- Work together to tell the story, honestly
- Integrity and high performance are essential

Together and executed well, the above will place New Zealand Angus farmers and processors in a deserved competitive position and enhance value.

New Zealand is a niche supplier of animal protein globally. Differentiation or cost leadership is essential to success. New Zealand red meat will never be a cost leader in protein and nor should we aspire to be. ANZCO has been consistent in pursuing a differentiation strategy for many years. This means that we must do things differently and be better than everybody else in the process. This point of difference always starts on farm. And this means we must have the right culture and approach on farm.

Dandaloo & Tapiri

Combined Angus Breeders Sale

Wednesday 7th June, 2017

Masterton Sale Yards – 12.00 noon

DANDALOO Angus & Tish Thomson,
RD3, Masterton. P/F 06 372 7065
www.dandaloostud.co.nz

TAPIRI Ross & Julie McLachlan
RD11, Masterton.
P/F 06 372 5701

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ANGUS

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We don't believe in, or hide behind estimates as they have failed to deliver results under our conditions. It is easy to breed pieces of paper but a bit harder to breed decent cattle! The results of this, breed bulls like Herdsire; Red Oak High Country 770 (pictured), outstanding sons will be available for sale this season.

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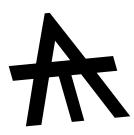
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YOU CAN USE WHATEVER KIND OF SMOKER YOU HAVE AT HOME OR PREFER TO USE, THE BASIC PRINCIPLES ARE THE SAME.

Ingredients

- 2 racks AngusPure beef back ribs
- 1 part kosher salt
- 3 parts large mesh pepper, 16 or 20 gauge



Instructions

- 1. Heat a smoker to 275F (135C). I prefer to use Post Oak which is the traditional wood of Central Texas BBQ.
- Prepare the ribs by removing the membrane from the back. The easiest way to do this is to lift the one corner using a sharp knife, then grasp the membrane with a paper towel and pull it off.
- Pat both sides of the ribs dry with a paper towel. In a container, mix the salt and pepper. You can store the leftover mix in a zip top baggie for your next cook, as long as it hasn't touched the raw meat.
- 4. Apply the rub liberally to all sides of the ribs, coating well and pressing it in to adhere.
- 5. Place the ribs in the smoker, and allow to cook at 275F (135C) for around 3 hours. The middle intercostal muscle should temp about 205-210F (95-98C) when done, but you'll know they are ready by simply passing a skewer through the muscle if there is no resistance, they are ready.
- 6. Remove from smoker, wrap in butchers paper (you can use foil, but it will ruin any bark that has formed) and allow to rest for 20-30 mins before eating.

Recipe by Jess Pryles

Jess Pryles is the AngusPure ambassador and a full fledged Hardcore Carnivore. She's a cook, writer, and TV personality specialising in red meat, with penchant for grilling and bourbon. She's also a respected authority on Texas & competition style barbecue. Born in Australia, she now resides in Austin, Texas.

www.anguspure.co.nz



New thinking brings HIGH TECH to traditional BULL SELLING





Alistair Campbell has been ringing the changes in cattle selling ever since the Central Otago Earnscleugh Station's first on-farm bull sale in 1985. Thirty years ago a traditional auction with presale viewing and a few drinks afterwards was the norm for bull selling. Keen to fulfil buyer expectation the Campbells spent about \$13,000 on a purpose-built venue, with viewing ring and gallery seating for 500.

The system worked well for the first decade of sales but Alistair, who describes himself as a bit of risk taker, wondered if there might be a new and better way of stirring up demand. In the mid-1990s he tried Helmsman formats for a couple of years before pulling the pin. Although more buyer friendly, it didn't work in the seated gallery format where potential buyers had to sideways shuffle in front of others in order to get to the whiteboard to place a bid. It was awkward and stifled the momentum of the auction.

"We like the idea that people could bid for animals according to their preference but realised that to work, more space was needed for moving and mingling," Alistair says.

A return to the traditional auction followed but with the addition of a Bull Roll volume discount format for the final pens of Earnscleugh bulls. It was popular for a couple of years when hill and high country farms ran larger breeding cow herds. But when the number of large herds dwindled so too did the volume buying of bulls, and it was back to the traditional auction.

However, last year another chapter of bull selling started in Earnscleugh's new woolshed.

"We decided to revisit the Helmsman system. We said we'd trial

it for a couple of years to see if it worked and the feedback from clients is most of them were happy with how it's going."

The spacious eight-stand woolshed is a great space for meeting, greeting and catching up with clients, and an easy stroll to the bull viewing pens. But the pièce de résistance is the super-sized video viewing screen; a giant step on from the whiteboards used in the old venue, which were clumsy and never big enough. It is an obvious focal point for tracking sale progress and also for background visual entertainment and information. At this year's sale a photo montage of Earnscleugh bulls was played throughout the afternoon. Next year photos and video clips will be used to greater effect to promote particular bulls.

A few on-line bids were taken at the sale and Alistair's goal is to further develop this sale platform, while retaining the atmosphere and key elements of a sale day.

"We have no intention of cutting out our agent involvement and we'll still run it in a Helmsman system but we want to take it further."

The goal is to combine the best of StockX, the Helmsman and the video expertise of Rural TV. It's a work in progress that Alistair is confident will appeal and deliver what's wanted by Earnscleugh's existing and future clients.

At the same time further thought will be given on how to develop the best year-round online selling system for bulls.

"Online selling is the way of the future because nowadays people often don't have the time to commit to a particular sale day. How best to sell bulls is always changing and we're always looking for the next thing."

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Earnscleugh bulls are renowned for their shifting ability.

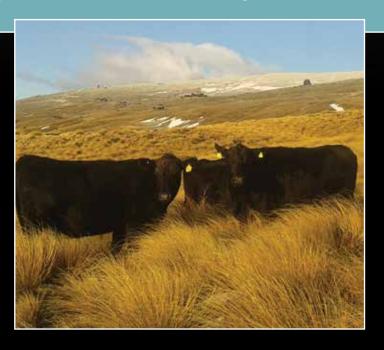
Our environment prevents our sale bulls being overgrown and this converts to very low breakdown rates. Come to the deep south for affordable bulls.

ANNUAL BULL SALE DATE: Friday 9th June, 1.00pm

VENUE: 382 Conroys Road, Sheepshead Woolshed, Earnscleugh Station



RENNYLEA EDMUND E11 (AI) (ET) (IMP AUS) (ET)									
DIR	DTRS	GEST	BW	MILK	200	400	600	SS	DTC
+5.5	+2.1	-7.4	+1.1	+13	+38	+72	+92	+2.3	-9.0
CW	EMA	RIB	RUMP	RBY	IMF	SR INDEX \$		AP INDEX \$	
+58	+6.4	+2.9	+1.5	-1.2	+4.1	+\$158		+\$196	



GOLDWYN REALITY H803									
DIR	DTRS	GEST	BW	MILK	200	400	600	SS	DTC
+2.4	+2.9	-4.6	+4.5	+14	+49	+94	+114	+3.5	-5.4
CW	EMA	RIB	RUMP	RBY	IMF	SR INDEX \$		AP INDEX \$	
+58	+5.9	+3.0	+3.7	-0.9	+1.9	+\$169		+\$186	

S CHISUM 6175 (IMP USA)									
DIR	DTRS	GEST	BW	MILK	200	400	600	SS	DTC
-2.5	+3.8	-5.0	+5.1	+16	+62	+103	+128	+3.2	-7.7
CW	EMA	RIB	RUMP	RBY	IMF	SR INDEX \$		AP INDEX \$	
+89	+7.7	+2.1	+1.5	+1.1	-0.2	+\$179		+\$176	

SALE BULLS SIRES:

Beyond Infinity E3 Earnscleugh Laphroaig 122286 Stern Anzac Stern Laphroaig Stokman Righttime H93 S Chisum 6175 USA

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







Cow country to bulk up the bulls

The near new 1875m2 combined covered yards and woolshed is perfectly placed in the schist rock landscape. The sage green finish was an extra \$20,000 expense required to meet the local district council's strict landscape and building code.

Over the last six years the working hub, including the home of Duncan's family, has shifted from the north to the south-east end of the station. The move started on completion of tenure review in 2000, which led to the retiring of 4000ha to the Crown and

freeholding the rest. This created the opportunity to sell some of the low stock carrying capacity, rabbit-prone country at the north end including the distinctive castle-like red brick homestead. In the meantime the Campbells bought 2,800ha at Fruitlands, at the southern end of the station, which includes 100ha of paddock country.

"It's better cow country and has given us the scope to grow out our bulls better," Alistair says.

Harsh climate means survival of the toughest

Alistair has been quick on the uptake of new thinking and technology to enhance the business of stud stock breeding. He bought his first computer in the early 1980s and soon realised that the Ms-Dos Sord M23 desktop, with not much more than 100kb of memory, had huge potential for stock recording and analysis.

"I've loved the challenge of them and working out how best to use them for record keeping."

Approximately 6000 Merinos and cattle are recorded and analysis of the data has helped fast-track genetic progress.

Alistair is a strong advocate of EBVs and gets frustrated that farmers are still more inclined to buy according to live weight and don't take into account the environment in which the animals are bred. He gives as an example his own breed value-environment oversight during the early years of the Angus stud.

"We were using low birth weight bulls that were giving us lighter weight bone cows that weren't getting in calf. We had to back off and use medium birth weight bulls with calving ease to get us back on track."

The fixation with live weight has altered bull buyer attitude over the years.

"People have come to expect 750 – 800kg bulls and it's been so frustrating for us that they look for the biggest and fattest bull and tend to overlook the breed value which gives a really good indicator of what their likely performance will be."

But the Campbells have taken on board client expectations in developing the Earnscleugh Angus stud.

"Our breeding philosophy from the start was to breed a bull that would shift well and not break down in a true high country environment. That meant breeding a 550kg bull, but very few buyers were interested in them."

They stuck with the same breeding goal but in recent years have run the yearling bulls on crop and pasture at the Fruitlands block to bulk them up, rather than the sparse hill country.

He's the first to admit that breed values don't give the complete picture of an animal's worth.

"You need to interpret them, taking into account your own country, but they do provide an accurate suite of benchmark figures and a level playing field for comparison."

Earnscleugh's extreme country and climate is a natural testing ground for the breeding cows. The make-it-or-break-it test is

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autumn when they're sent to the clouds, 1100 - 1650m up the Old Man Range, to fossick the harsh lunar landscape until snow forces their retreat.

"We send a helicopter to bring them in. They're used to it now and when they hear it at the bottom gate they'll come roaring down."

The three months sorts out those with true constitution because those that don't put on condition don't get back in calf.

"Other breeders tell me they put the pressure on when it comes to fertility and they get 90 - 95% calving. We get 85% and the 15% that don't get in calf are culled."

The cows are spread out through the mid-altitude country for late winter and in spring come down onto the flats at Fruitlands for calving. Cows with calves are shed-off in groups of about 20 to 30 to make it easier when it comes to putting the bulls out. All heifers and some of the cows are synchronised and AI mated for one cycle and then run with a team of bulls for another cycle. All progeny is DNA tested. At weaning in March the bull calves go to Fruitland flats where they are grazed until sale. Heifer calves are taken to the over sown tussock country and come back down to the flats six weeks before mating.

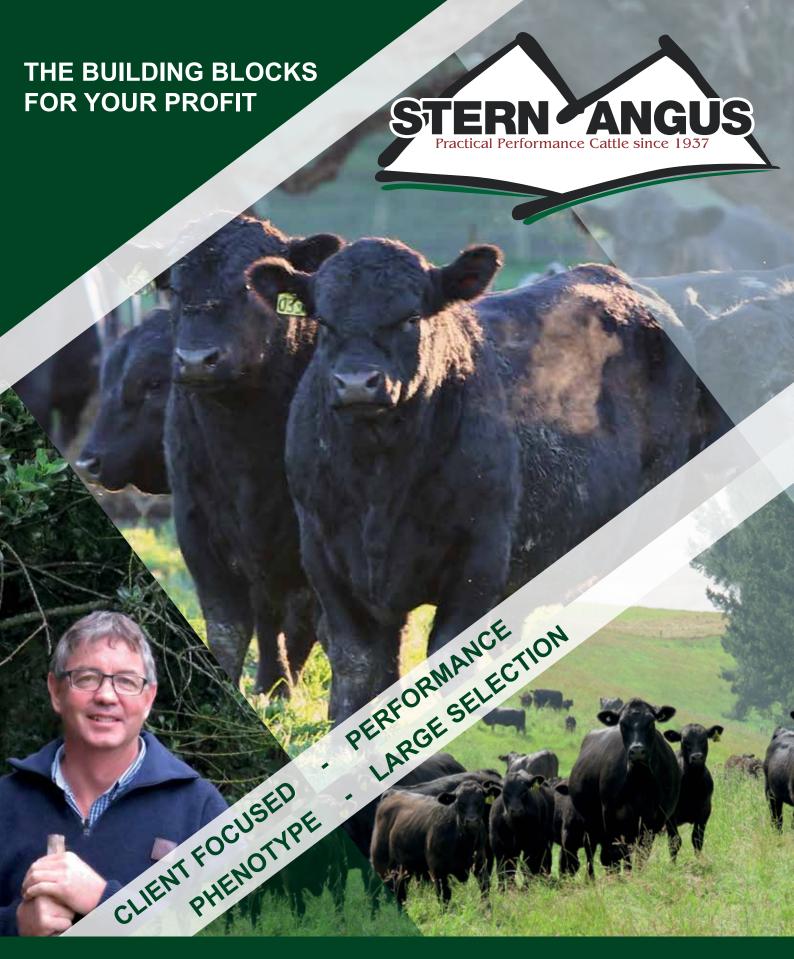
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Breakfast with the Bulls from 7am



RODDER BEET

growing big beef for Southland farming family

STORY AND PHOTOS BY KAREN TREBILCOCK

Cameron Grant (left) with one of the shepherds George Sheild.

> THIS IS BIG COUNTRY. A SEA OF ROLLING GRASS IN THE MIDST OF THE HOKONUL HILLS AND EVEN THOUGH IT IS ONLY 15 MINUTES AWAY FROM SOME OF THE MOST HIGHLY PRODUCTIVE MILKING LAND IN NEW ZEALAND, THERE IS NOT A DAIRY COW IN SIGHT.

ON FARM WITH ANGUS



Cameron and Robert Grant.

With size, scope and four generations behind them, the Grant brothers are thinking big and using Angus sires to do it.

Robert and Cameron Grant's great grandparents came from England in the 1880s, via Rockhampton, which they found too hot, and bought 17 acres at Croydon Bush, just north of Gore in Southland.

With their father Peter the family still owns that 17 acres, but now it's part of a 4230-hectare operation running 37,000 stock units over four blocks stretching from Croydon Bush to Otapiri.

This is big country. A sea of rolling grass in the midst of the Hokonui Hills and even though it is only 15 minutes away from some of the most highly productive milking land in New Zealand, there is not a dairy cow in sight.

Instead it's Romney sheep and Hereford cows, which are crossed with Angus bulls to produce those black animals with white faces which the beef market craves.

In mid-November it is a busy time of the year, although Robert admits every time of the year is a busy one.

They have just tailed the last of the lambs and winter crops are going in.

They use a contractor to do most of the tailing but they and their four shepherds (they also employ a digger driver, tractor driver and handyman) finish up the lates and the hoggets' lambs.

This year the 20,000 ewes gave them a lambing percentage of ewes to the ram to lambs tailed of 145.8%. Not bad when the ewes are left to it during lambing.



This is not steep country but the weather can bite. The tops are at 550 metres above sea level and the Grants look after their tussocks to provide protection for newborn lambs. Snow can fall here from autumn into spring and, although it's usually gone within a couple of days, it has been known to hang around longer.

That is why hundreds of hectares of winter crop are getting sown.

This year that's 52ha of oats which will be baled green to provide protein for the cattle on fodder beet, 72ha of fodder beet, 104ha of Kestral kale (a shorter kale for the sheep), 195ha of swedes, 10ha of soft turnips mixed with grass and 47ha of rape and grass.

And of course the bulls are about to go out. They are lounging in a paddock by themselves soaking up the late spring sun, although Cameron admits they're starting to get testy.

The Angus bulls are from Peters Genetics and also Mount Linton, with low-birth-weight bulls from the Stern Angus Stud at Pleasant Point used over the heifers.

The Grants have always calved their two year olds and this spring they only had to pull about 10 of them (of the 220 calving), if that. Most of those calves were backwards.

Although Cameron said some years have been worse.

"It might be something to do with the feed at the time of year. We can't pinpoint it. If they're on good grass then they have got good energy levels so maybe that is some of it.

"The less stress on the animal the better, too. We think it has a lot to do with the weather."

Planned start of calving for the heifers is September 7 with the cows 10 days later.

"It just gives the young stock that extra week and a half to get back in calf. We've found it makes a huge difference."

Calves get their first drench at marking, which is an oral one, then an injectable at weaning which is done from mid-March into April and a pour-on four weeks later. There are drenched again when they come off the fodder beet in late winter.

After that the Grants rely on their new gadget from Fecpak G2 which gives them a faecal egg count (FEC) from what they have collected in the paddock. When it tells them the worm burden is too high, they drench.

The brothers like the hybrid vigour of the Hereford Angus cross, and their marketability.

Last season at their on-farm auction, the Angus Hereford cross

in-calf heifers were the most sought after, fetching \$1475.00 each.

"Angus has that name, everyone wants them," Robert said. "No one goes into a restaurant and asks for a Hereford steak. They ask for an Angus."

Although the brothers like the Hereford temperament for their cows and their ability to handle whatever the weather and the season throws at them, it's the influence of the Angus that produces the weights needed at the works. At eighteen months they're ready to kill out at 280kg-300kg.

We start chopping into them a bit harder as the feed goes in the autumn but we don't send anything under 500kg live weight. And we don't winter anything."

Part of that success is feeding fodder beet to the young cattle through their first winter.

It's their fifth year growing fodder beet and they keep to best practices, precision drilling and spraying, usually twice, and a third time if needed.

They reckon it costs around \$2000/ha which is the local average but they say it's worth it to fatten heifers and young steers.

Fertiliser is Super 10 with 375kg/ha applied annually and 400kg of lime goes on as well. The local contractor with a bulky does the flats and it's flown on the hill country.

They keep a close eye on their environmental footprint, aware that this is country worth looking after.

The local regional council Environment Southland is working with them on developing a farm environment plan for the properties, a necessity for all Southland farms by 2020.

The Grants also won three categories in the 2104 Ballance Farm Environment Awards but missed out on the overall prize.

The sheep are Romney from Peters Genetics, the same place some of their Angus bulls come from, with the terminal sires Suftex from Twin Farms. The rams are three-quarters Suffolk and a quarter Texel to make sure the black face is strong enough so they know which lambs are keepers and which ones are not.

The Grants are Alliance suppliers and have their fingers crossed - along with every other sheep farmer - that prices don't do what has been forecasted this season.

Weaning is mid-December and mid-January with the weaning draft a third of the lambs at 18kg. Last year they averaged overall 19.5kg for the season.

Everything is finished on the property.

The ewes are shorn six monthly, in February and pre-lamb in $\mbox{August}.$

"There is just too much wool on them to do it yearly and eight monthly didn't work for us," Robert said.

"Doing it six-monthly we still get wool with enough length and we don't have the problem of cast sheep."

With five woolsheds on the properties, they will have 12 shearers working with several sheds going at a time. The fleeces go to WoolsNZ.

They have five children between them, all aged under 10, all farm-mad, so the Grant brothers reckon there will be a fifth generation on their great grandfather's land.

The operation is big enough to split between them but, as they say, they are stronger together than apart.

The brothers have their own areas they look after, but they're both there keeping busy, doing what needs to be done and looking ahead to the future, just like the generations before them.

Why Buy Your Bulls Before Winter? "BUY ON" Friday 29th September 2017

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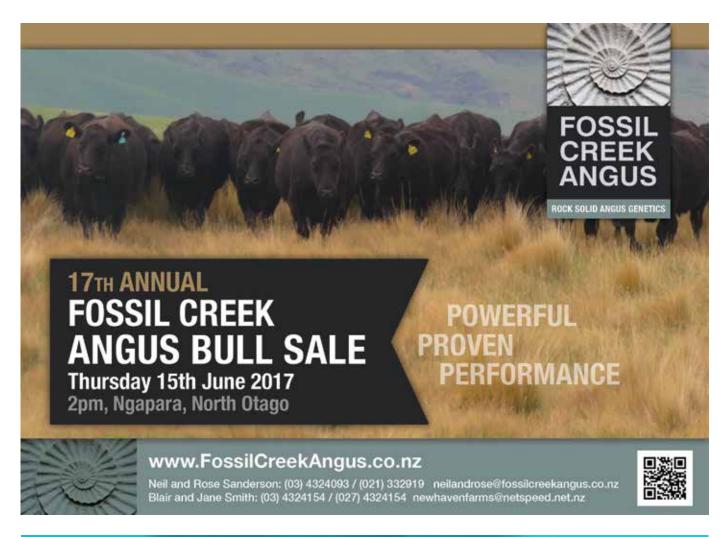


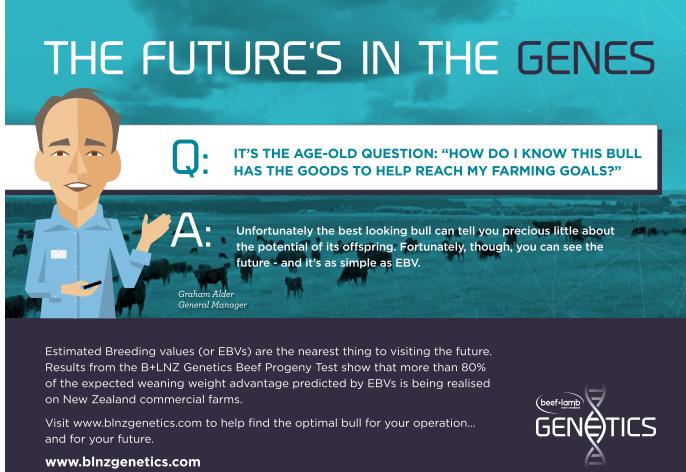
TREVOR and KAREN PETERS

PETERS ANGUS

Peters Farms Ltd, 1205 Teviot Road, RDz, Roxburgh 9572, Otago. 03 446 6030 www.petersgenetics.co.nz

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MEAT PRODUCTION STUDY finds dairy-cross cows can produce PREMIUM PROGENY



WRITTEN BY NICOLA SCHREURS, MASSEY UNIVERSITY BEEF RESEARCH



The use of dairy-cross-beef cows within the beef industry takes advantage of hybrid vigour and maternal abilities of the dairy breeds to improve the growth of the calf while also reducing the wastage of calves from the dairy industry by allowing for these animals to be reared and finished for beef production. For the production of beef using dairy-cross cattle, it must be economically viable compared to straight-bred cattle and also competitive compared to other livestock classes.

The competitiveness of using dairy-cross cattle would, in part, require the cattle to have good growth rates to allow slaughter weight to be achieved before the animal's second winter as well as desirable carcase weights and fat depths to ensure a premium carcase grade is obtained. Also, when considering beef production from steers where the meat is destined for discerning overseas markets, meat quality also becomes an important consideration to ensure the consistent provision of beef with highly desirable eating qualities to maintain value and ensure continued demand.

Research carried out by Associate Professor Rebecca Hickson and Dr Nicola Schreurs from the Massey University Beef Research team considered the growth, carcase and meat quality characteristics of steers from Angus-cross-dairy cows. The scenario contemplates the effectiveness of taking female dairy-beef cross cattle out of the dairy industry and using them to generate progeny for beef production. The research considered several beef breeds and the results of steers sired by Angus bulls are outlined in this article.

The dairy-cross cows used in the Beef + Lamb NZ Genetics funded trial by the Massey University Beef Research team were Angus x Friesian, Angus x Jersey and Angus x Kiwicross and these

were compared to straight-bred Angus cows. The steers from these cows were sired by Angus bulls selected for high AngusPure Index. The 34 steers were raised together on pasture and slaughtered in one group in October 2013. Eye muscle area and fat depth was measured on the quartered carcase. A section of the striploin was obtained from each carcase and utilised to assess meat quality using objective techniques.

The growth rate of the steers over a 13-month period from the end of the first winter until slaughter was 630g/day for steers from Angus x Friesian and straight-bred Angus cows and 600g/day for the steers from Angus x Jersey and Angus x Kiwicross cows. These growth rates were considered to be reasonable given that the 2013 drought restricted feed availability for several months of this time.

Prior to slaughter the steers from straight-bred Angus and Angus x Jersey cows were lighter compared to steers from Angus x Friesian and Angus x Kiwicross cows suggesting that the bigger frame and larger mature size of Friesian cattle was exhibited as a greater live weight for the crossbred steers. The differences in live weight were reciprocated in the carcase weights. However, the higher dressing out percentage for the steers from straight-bred Angus cows suggests that there was more carcase tissue to be obtained from the steers having straight Angus breeding.

Steers from straight-bred Angus and Angus x Friesian cows had the largest eye muscle area suggesting a greater lean meat yield. In combination, the higher fat depth and the lower eye muscle area and dressing out percentage for the steers from Angus x Jersey cows are less desirable carcase attributes for the production of a carcase with high lean meat yield.

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Table 1: Key growth and carcase attributes of steers sired by an Angus bull and born to a straight-bred Angus cow or Angus x dairy cow.

		Angus		
	Dam: Angus x Angus	Dam: Angus x Friesian	Dam: Angus x Kiwicross	Dam: Angus x Jersey
Number of steers	10	9	5	10
Live weight at slaughter (kg)	528	573	581	548
Carcase weight (kg)	272	292	296	275
Carcase length (mm)	2184	2255	2284	2236
Dressing out %	51.5	51.0	50.8	50.2
Fat depth over eye muscle (mm)	3.8	4.6	4.0	5.2
Number with fat depth graded as <3mm	1	0	1	1
Eye muscle area (cm2)	80.4	78.5	76.6	70.1
Intramuscular fat % (IMF)	3.2	3.9	3.2	3.7
Number with IMF >5%	1	1	1	3

Intramuscular fat was measured to assess the extent of marbling in the striploin. An intramuscular fat of 5% or greater is considered to be required for the intramuscular fat to impart a positive effect on meat quality. On average, intramuscular fat was similar for the steers at 3.2-3.9%. However, when looking at the steers on an individual basis, of the six steers from this study that had an intramuscular fat above 5%, three were from Angus x Jersey dams. This suggests a potential use of the Jersey breed in a cross with Angus to produce meat that is more marbled.

Although the characteristics of the carcase differed between the

Sirloin steaks from Angus sired steers ready to be analysed for meat quality.

steers from the Angus-cross-dairy cows and straight-bred Angus cows, the meat quality measured on the striploin was similar for all steers. The steers from the different cow breeds had a similar pH, cooking loss, shear force, lean meat colour and fat colour. There was some concern that steers with some Jersey component would have yellow fat but, this was not evident. The eating and visual quality of the meat from these steers was equal.

The investigation by the Massey University Beef Research team of using beef-cross-dairy cows to produce progeny for beef production suggests that it could be a useful mechanism to utilise surplus animals from the dairy industry.

The meat quality characteristics of steer progeny from Angus-cross-dairy cows were similar to those steers from Angus cows and so using beef-cross-dairy cows to produce progeny for meat production does not have any negative effects on the meat quality. Steers from Angus x Friesian cows will have a carcase weight advantage while steers with a Jersey component are likely to have a lower carcase weight and dressing-out percentage which indicates a slightly lower meat yield from these animals. The effect of the Jersey in a breed composite, on carcase weight and dressing-out percentage maybe countered by a higher on-farm stocking rate or a better efficiency of feed utilisation due to lower maintenance requirements or alternatively, an advantage on meat value due to greater marbling.

"The literature suggests that dairy breeds have negative carcase and meat quality attributes when they are used for meat production. However, the study we have done suggests that producing steers from beef-cross-dairy cows mated to a beef-breed bull provides an intervening generation to avert the negative carcase and meat quality that are often associated with dairy breeds," says Dr Nicola Schreurs.

"Ideally we would repeat this experiment with more cattle to establish if the results were consistent with a greater number of animals and also consistent between years."

"It would also be great to look at steers sourced directly from the dairy industry – so, first cross steers. This is in fact part of work that is underway as part of the dairy-beef progeny test at Limestone Downs which is funded by Beef + Lamb NZ Genetics and will really provide a clear understanding of the extent to which dairy breeds influence the carcase and meat quality."



Angus sired steers being yarded for scanning and weighing at 18 months of age.











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Hailed as the ultimate way to cook a perfect medium-rare steak every time, it's easy to learn how to cook the Reverse Sear method, and rock steakhouse quality cooking at home.

Traditionally, the restaurant method of cooking steak involved searing over incredibly high heat, then transferring to an oven to finish on a more gentle heat until done. The reverse sear method pretty much just flips the order, and involves first cooking the meat on a very low heat before searing the outside on a super hot surface.

The basic idea is that with reverse sear, you have greater control over the Maillard Reaction (that magical process that turns the cooked edges of meats yummy and brown), because you're making sure the high heat only comes into play right at the end and that the steak inside will be perfect. So, instead of an internal ring of different 'doneness' your steak will be perfectly medium all the way through, save for the very outside.



Ingredients

- One behemothly thick AngusPure steak.
 The steak is going to need to be at least one inch thick, if not more. The thicker, the better.
- Salt & pepper to taste

Instructions

- 1. Preheat oven to 135C/275F
- 2. Place well seasoned steaks on a rack over a baking tray (cover the tray with foil to save yourself a clean up)
- Put in oven and cook til an internal temp of 51-57C / 125-135F depending on your preference of 'doneness'. Usually takes around 45-60 minutes.
- 4. Remove when at desired temperature and rest for 10-15 minutes under foil.
- 5. Preheat a skillet or heavy based pan to a screaming hot temperature. Sear steaks for one minute each side. Serve immediately.

Internal Temperature Guide: You will definitely need a meat thermometer to do this correctly.

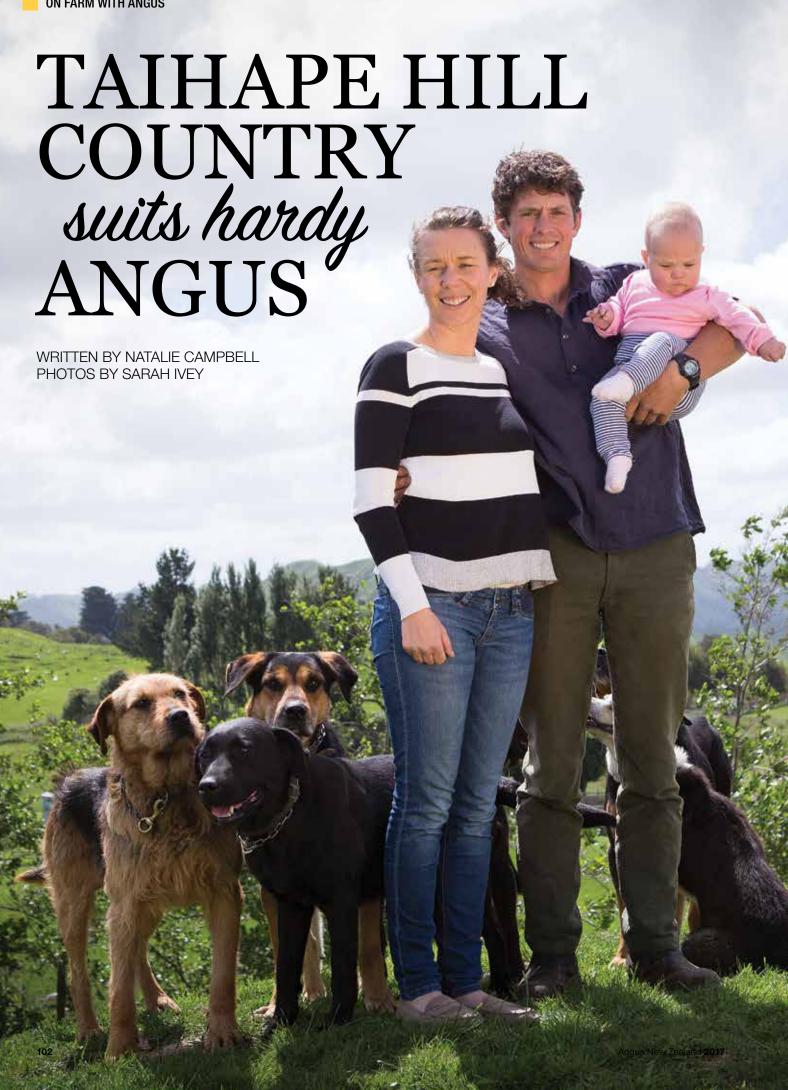
Rare: 125F/51C - Medium Rare: 130F/54C - Medium: 140F/60C - Well done: 160F/71C

Recipe by Jess Pryles

Jess Pryles is the AngusPure ambassador and a full fledged Hardcore Carnivore. She's a cook, writer, and TV personality specialising in red meat, with penchant for grilling and bourbon. She's also a respected authority on Texas & competition style barbecue. Born in Australia, she now resides in Austin, Texas.

www.anguspure.co.nz

Angus New Zealand 2017 101



Using imported Angus genetics in an AI programme is opening the door to production and performance gains for Taihape farmers James and Kate Rogers.

The Rogers run a breeding and finishing system on their steep hill country property of 1494ha of which only 20ha is workable by tractor.

The breeding finishing system is grass based, no supplements are made on the farm and only 80 bales of baleage are bought in annually. Farm water is mainly dams with some reticulated water in the holding paddocks. Rainfall averages 1050mm and the farm sits between 440-680 meters above sea level. Traditionally summer safe, the property has begun to dry out in the past five summers and there is no capacity to grow crops to ease feed restraints in dry spells, due to the topography.

James returned to the family business, Koeke Estate, 10 years ago.

Working alongside James and Kate are James' parents, Hamish and Jan, who are both still very active in the business. Other staff include head shepherd Ben Holmes, general hand Ian Brown and junior shepherd Brendon Frost. James' sister Susanna is also working on the farm for the summer.

The property is located south-west of Taihape and many would consider the business isolated, however James and Kate don't see its location as an issue.

"It's our own little piece of New Zealand – it's what you make of it," he says.

The couple make the effort to get off farm, playing sport and have been active in Young Farmers.

When he's not on farm, James has his pilot's licence and flies microlights from the Taonui Aero Club, near Feilding.

Kate, who grew up on a farm in the Waikato, is currently on maternity leave from her role as a nurse at Taihape Health and is caring for daughter Charlotte.

The family have opted for a breeding finishing system because they like to know how their product performs.

James said it is useful to know how your product is finishing and it helps make genetic decisions. They used to carry all their cattle progeny to 18 months and sell them as stores but it was disheartening to see them go and someone else sell them to the works and reap the benefits of their genetic decisions.

The farm runs 450 Angus breeding cows with a scanning rate of 95% in calf in the mixed-age mob.

An AI programme is used on about 100 first calvers and they are inseminated as yearlings to calve as rising two year olds. CDRS are used to synchronise the heifer cycles before AI is carried out by Taihape Vet Services.

A 70% conception rate is achieved from the AI and they use a home bred bull to follow up.

James typically selects American Angus genetics and his criteria for sire semen includes progeny on the ground, good docility, average or below for birthweight and good weight gain EBVs. Marbling and carcase traits are currently on the fringes of the selection criteria because he is only paid on weight. However the goal for the Rogers family is to begin supplying the AngusPure programme. AnguPure Source & Trace tags have been purchased for use in the progeny of the first calvers.

The semen is sourced via Semex. An AI sire is only used for two years to prevent any chance of in-breeding. Some of the American Angus sires used recently include Connealy Concensus, Vision Unanimous, Bushs Easy Decision and Freys Opportunity.

The Rogers family have opted to calve the heifers as two-year-olds.

"We are trying to reduce the number of unprofitable mouths on the farm," says James.

One of the biggest benefits the Rogers family have recorded since implementing AI has been recording an increase in the average daily weight gain from birth to slaughter of an extra 100grams per day.

The AI programme also has the benefit of a condensed calving window and allows the business to have finished calving the young stock before they begin docking in early October.

It's only the first calvers that receive AI and this is a decision made to reduce workload. All the calves from the heifers are tagged and weighed and recorded at birth. James considers the heifers unproven animals but they are also the source of the latest genetics in the herd, so the recording of calves and performance is a key management tool.

All the AI sired calves are tagged with AngusPure Source & Trace tags.

Only the AI calves are tagged and weighed at birth. Calves from the mixed-age cows are tagged and weighed at weaning.

The mixed-age cows start calving October 25th, which James acknowledges is quite late, but says it fits their feed curve. The mixed-age cows scan 95% in calf.

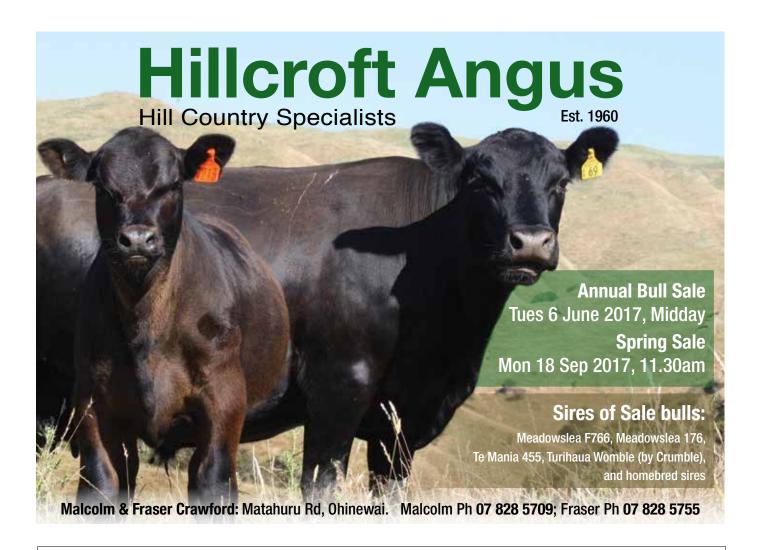
During calving the rising two-year-olds calve behind a wire and the mixed-age cows are set stocked and spread out to calve among the ewes – this too is a management tool that fits with pasture growth. The mixed-age cows are low maintenance and left to their own devices throughout calving.

The tightest feed period is July, August and September. Limited supplements are bought in and are fed to the rising one-year-old weaner steers or heifers to lessen the effects of the feed pinch on the young stock. James says this is fed out on a naturally occurring feed pad on the farm.

Following weaning the calves are weighed every month throughout winter and drenched. The heifer calves from the R2 mob are kept as herd replacements and some are also selected from the mixed-age progeny.

The mixed-age cows are kept in their age group mobs for most of the year and there is also a B mob of mixed-age cows. The reason behind this is to reduce pasture damage by keeping mob-sizes smaller. The breeding cows are a tool for the farm and are used to









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clean up roughage and prepare pastures for the ewes and lambs.

The average paddock size of the property is 25-30ha but they range from 15ha to 80ha.

James said the use of EID means they can monitor their herd closely for chosen traits and cull accordingly.

As well as being tagged and weighed at birth, all animals are marked for docility - two strikes and they are culled.

"I like to be able to walk up and pat my cattle.

"With EID we can be accurate with our culling on different attributes," he says.

The mixed-age cows are joined with home bred bulls (selected from the AI sired progeny). The bulls joined with the MA cows are selected for temperament, a moderate frame size, growth rate and sound structure.

James says sound structure is vital and any sign of a bull not being structurally sound means he is culled.

All bull calves from the MA cows are castrated and finished as steers and James is considering working towards adjusting his system so this progeny will be eligible for the AngusPure programme as well.

The steers are finished at his cousin's property in the Bay of Plenty. James' cousin is a dairy farmer and the steers are trucked to graze on the run off once the dairy cows go to the main platform to calve. The steers are finished there before being killed in December and January. They are currently processed at two years old at an average of 620kgLW.

Becoming a regular supplier of AngusPure is a goal James and Kate are working towards.

James has identified AngusPure as an opportunity because it provides farmers with the chance to be proud of what they are producing.

"AngusPure is a branded product that is currently attracting a premium in the marketplace, some of which hopefully filters down to the producer," says James.

"We want the consumer to purchase our beef because of its superior eating and taste qualities - the ultimate taste experience."

James likes Angus genetics because, "they can handle a hard winter and still perform".

"They carry their reserves on their backs - they store it up over summer and use it over winter."



When it comes to the beef herd, the Rogers are aiming to continue an upward trend in genetic potential and ensure they get sound returns on their investment in the AI programme.

"We can see we are getting a good return at the moment," says James.

Alongside the Angus cow herd, Koeke Estate runs 10,000 Romney sheep, including hoggets. Lambs are weaned in January with approximately 75% of them finished at an average of 35kgLW.

The Rogers lamb 7500 ewes (hoggets aren't lambed) and this year docked 138% which is slightly down on their typical docking tally of 145%.

One of the biggest challenges facing the Rogers' business is the topography of the property.

All mustering is done on horseback and there are limited tracks across the farm.

They have installed a radio repeater and every staff member has a radio. James says the use of the radios is 50:50 health and safety but also time management.

"From the house to the other end of the farm it can be a 30 minute trip one way on an ATV, and you can lose a lot of time running around - so the radios help."

James acknowledges he's been very lucky with a team of good staff and gets on well with his parents.

"I have been very lucky with Dad - we get along and work well together. We have our own areas of responsibility.

"We have a really good relationship and when I did come home Dad handed me the responsibility of managing the stock and the day to day operations. I've implemented some changes and we bounce ideas off each other.

"We are all heading towards the same goals - the farm has to continue in a positive direction."



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If you're into the whole noble ideal of nose-to-tail eating, which is using as much of the animal as possible, then you should be a jerky fan. Jerky is designed to use those lean cuts usually found in the hindquarter, that are usually a little tougher and definitely not conducive to cooking up as a rare steak.

The time it takes to dry out the jerky depends on many factors, include humidity, thickness of cut, marinade etc. Generally, it will take between 8-10 hours, but if you're in doubt leave it in a little longer. It's always better to err on the side of dryness.

Because of the length of the marinade and cook time, I usually prepare the beef right before bed, then get it in the dehydrator first thing in the morning.

Ingredients

• 1 kg AngusPure beef eye of round

Marinade Ingredients:

- ¼ cup soy sauce
- 3 tbsp Worcestershire sauce
- 2 tbsp brown sugar
- 1 tsp onion powder
- 1 tsp garlic powder
- 1 tsp black pepper
- 2 tsp salt
- 1 tbsp fresh coriander seed, crushed
- ¼ cup water



Instructions

- Place the meat in the freezer to firm for about an hour. This
 will make it easier to cut. Using a sharp knife, cut the meat
 into thin strips no thicker than ¼ inch. Place strips into large
 zip-lock bag.
- Add all marinade ingredients in a bowl and stir to combine.
 Add mixture to meat, ensuring all pieces are well coated.
 Place bag in fridge. You should marinade 6-8 hours but not too much longer.
- 3. After marinading, work one piece at a time, patting it dry with a paper towel then layering it in the dehydrator.
- 4. Turn the machine on, and allow to dehydrate until done. This process may take anywhere between 6-10 hours.
- 5. As an optional but recommended finishing step, arrange finished jerky on a baking sheet, and place in a preheated oven (135°) for ten minutes.
- Allow jerky to cool, then place in a zip-lock bag if you're
 planning to eat within a week or so, otherwise you can
 vacuum seal batches of it and store it in the freezer for up to
 two months.

Recipe by Jess Pryles

Jess Pryles is the AngusPure ambassador and a full fledged Hardcore Carnivore. She's a cook, writer, and TV personality specialising in red meat, with penchant for grilling and bourbon. She's also a respected authority on Texas & competition style barbecue. Born in Australia, she now resides in Austin, Texas.

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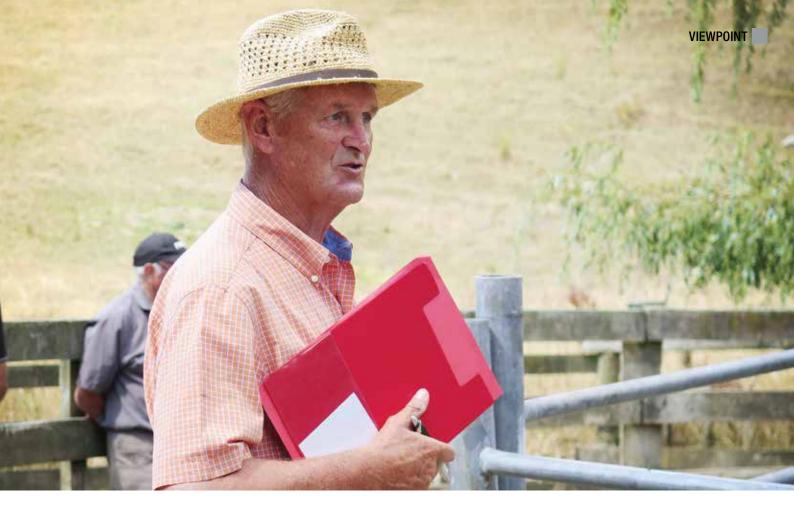
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Advice for the young

(Only young cattle people should read this!)

BY BOB DENT, NSW, AUSTRALIA

Most of my life spent in the cattle industry with stud and commercial cattle, and my experience in many different parts of the world has involved working with young people. They are amazing. Their skills, knowledge and enthusiasm continue to impress me. Many are exceptionally gifted and love what they do.

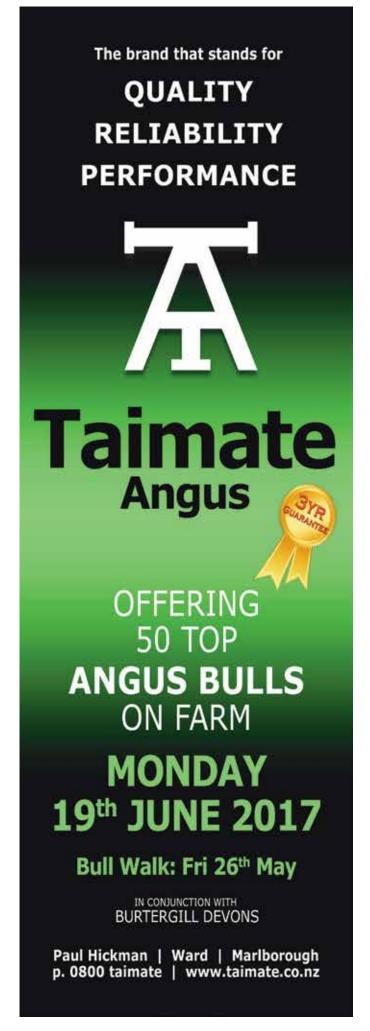
I would like to offer some advice to younger women and men starting out in the industry. Some experienced people may well disagree with much of what I have to say but this is not directed at them anyway. Read on if you are under 30 or young at heart.

- There is a future in the cattle business. It may involve working
 for private enterprise, for government, for yourself and in many
 different areas of the industry: production, marketing, property
 management, livestock agency, banking, transport, processing,
 retail or food service. You may not have the benefit of having a
 family property to inherit. There are still lots of other options
 for you to find well-paying jobs with personal satisfaction for
 your efforts or to build a cattle business of your own.
- Just have a go. If you enjoy working with cattle, with the wonderful people that do likewise, find yourself a job, an interest and get stuck into it. Most people have to earn their future; it will not be handed to you.
- 3. Get an education. Go to university if you are so inclined. If not,

- get a trade or do many of the short courses that are available. Learn how to learn and how to use technology. Most of you are very proficient on phones, tablets and games. There are lots of great internet sites that give training in how to understand and use products, information and resources.
- 4. Learn how to grow grass and how to utilise it. New Zealand farmers lead the world in this. Any grazing business starts and ends with grass. It is your raw material for making everything happen. Learn how to manage grazing systems, fertiliser, pasture species and cultivars. Learn how to assess pasture quality and volume, and how to supplement economically what is missing in the pasture available. Learn how cattle perform on different feeds and how to budget animal performance. Many New Zealand cattle are only allocated rough terrain and lower quality grazing so learn how to manage the cattle requirements with grass supply.
- 5. Get involved in livestock marketing. Follow cattle through an abattoir; learn how the payment systems work for carcase sales and how price discounts apply. The whole meat industry is going to make rapid changes in coming years. The New Zealand industry has little understanding of market specifications or how cattle values are decided. This needs to change. There is no future in producing a base commodity product. Indian

buffalo meat and Argentinean low cost beef can do it cheaper than we can. To stay viable, cattle breeders need to produce and market quality beef for consumers that are increasingly discriminating and demanding. Consumers will want more than just the meal they eat. They will want to know how it was produced, what it was fed and how it was handled. The processing industry will become more innovative with quality and yield grading systems finally introduced. They will do more value adding and more brands will develop to reflect differentiated product. Understand how to make the most of these changes and opportunities.

- 6. Learn what drives commercial returns from the cattle business. Breeding herd return is based on the number of animals sold and the return per animal. Fertility is the key and this is decided by management, herd health and genetics. The sale price is decided by how heavy the animals are and their value per kg. Each female must produce a live calf to weaning and the calves must grow quickly to meet market targets. Weaner buyers need calves that grow quickly and meet market specifications when they sell them. They will come back again if your weaners perform. An understanding of these relationships is extremely important for stud breeders supplying bulls to the commercial industry.
- 7. Stick to the knitting. Manage your herd for fertility. Get heifers well enough grown to join as yearlings. Join them to fit, young, active, light birth weight bulls for six weeks, or longer if you scan pregnancy and keep only the ones that conceive early. Grow out heifers to calving and monitor during calving. Assist when necessary to protect your investment in calves and heifers. Feed first calvers well after calving before re-joining. This is the most sensitive time of their productive lives. Those first calvers that get back in calf on their second joining and rear acceptable calves are the future of your herd. Give them every chance to succeed. You need to MANAGE this process, not simply observe it.
- 8. Genetic improvement is basic to all breeding activities. Selecting suitable bulls that will drive your progress in the next generation of calves and replacement heifers is fundamental. The bulls you introduce to your herd are what will drive genetic change. Learn how to use performance figures and to assess for structural soundness. The performance figures are important. They are not perfect, but they are an important tool you can use if you learn how. Let the older generation ignore them and pick holes in them if they want. EBVs and \$Indexes are too useful to ignore. Use them to make genetic change in your cattle, to improve those things that you want to improve and to make your next generation cattle more economically productive.
- Make friends with positive people. Use their enthusiasm to keep you focused on the positives in life. Don't let negative attitudes or negative people drive you down. Have fun doing what you like to do.
- 10. Get involved with sporting, civic, cultural or hobby organisations. We all need to be involved with something more than work. Family will be a big time demand but get some sort of interest for you like horse sports, dog training, fishing, sport or showing cattle. Learn not to get too disappointed when the All Blacks lose. They have won their fair share. The world will not end. We Aussies know that, from bitter experience!



110 Angus New Zealand 2017

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RETIRING CHAIR'S Service Appreciated

BY MARIE TIMPERI FY

Generation Angus, on behalf of all New Zealand Angus youth, would like to acknowledge David Warburton for his long, outstanding contribution to the movement.

Dave recently retired from his position as chairman of the committee, after being one of its founding members six years ago.

As chairman, he guided the young committee with leadership skills, backed up by strong communication and dedication. During his tenure, he successfully conducted development weekends, the Australian Ward Tour, as well as selection for the Trans-Tasman Exchange. Extensive work behind the scenes, as well as time and effort were provided freely by Dave for the good of our future Angus breeders.

It is with great appreciation that we thank him for his service and commitment. With Dave's guidance, the committee has gone from strength to strength, and he now hands over the chairman position to Patrick Crawshaw.



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Angus New Zealand 2017 113

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WORLD FORUM YOUTH TEAMS, SCOTLAND 2017

Team Profiles



ALLEN GREGORY

23 years old GORE, SOUTHLAND

Allen grew up on a lifestyle block just out of Gore in Southland. He got involved with showing cattle, and consequently the Angus breed, through Rob Hall. Allen has been involved with Generation Angus for some time and was the recipient of the Trans-Tasman Exchange Scholarship in 2014.

After studying a Bachelor of Agricultural Science with Honours at Lincoln University, he put his honour project, which looked into beef cow efficiency, into use and is currently stock manager at Stag Valley in Lumsden, having just finished up at Mount Linton at the end of March. His goal is to move through the management ladder into farm management and operational management roles.

He is actively involved with Young Farmers and one of his greatest mentors to date has been Pete Gardyne, who has been a previous Young Farmers Southland and Otago representative and has always been a sounding board for Allen.

"The ultimate goal for Scotland is to bring home the silverware but I also look forward to the opportunities to network with other people from across the world who have similar interests."



MAX TWEEDIE

23 years old TUTIRA, NORTHERN HAWKE'S BAY

Max has grown up with Angus cattle and farming in his blood. He studied at Lincoln University and developed a passion for animal breeding and genetics. Alongside Dave Warburton, Max was an integral link in the development of Generation Angus, which was built on the idea that there was a gap in the youth development area of the beef industry.

Max has purchased a few stud cows along the way in the past few years, and then after adding some cows from his grandfather's herd (Cricklewood Angus), Max established Hallmark Angus in 2015 and had his first sale in Hastings the following year.

Max is currently working for Beef + Lamb NZ Genetics as North Island Genetics Extension Officer but aspires to grow his small stud to sell a few more bulls every year, and eventually own his own piece of land.

"My most important mentor has been the beef industry as a whole. That's where the learning is done, that's where the mates are made, and that's why we do it."

Max is keen to learn more about how the 'home of Angus' does things and catch up with old contacts he has met throughout his time in the industry so far.



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Sean & Jodi Brosnahan | Waitangihia Station

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Phone | 06 864 4468 or 07 312 4207

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www.absolutenzmeat.com



GEORGIA DAVIES

24 years old OXFORD, CANTERBURY

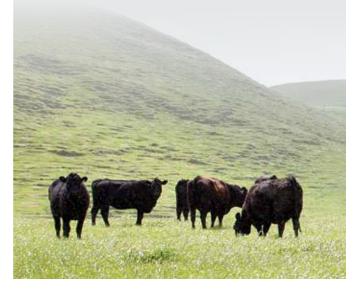
Georgia began showing cattle in 2009 at high school. Mark and Charlotte Stevens took her under their wing and introduced her to a multitude of different breeds. This newfound interest led Georgia to Lincoln University, where she completed a Bachelor of Agricultural Science.

For her 21st birthday, Georgia was given a Martin Farming in-calf heifer by her parents, the beginning of her Blackrose Angus stud.

Georgia is currently working in a graduate role with Ballance Agri-Nutrients and hopes to move on to become a nutrient specialist. Owning her own sheep and beef farm and working as a farm consultant is her ultimate goal.

"My most important mentor to date would be Richard van Asch, a South Devon breeder. He has given me so many opportunities to break and handle his show cattle and build my confidence, as well as providing me with steers for several years to take to Future Beef."

From Scotland, Georgia is hoping to grow her industry contacts. She is excited to learn more about the farming systems in another part of the world, as well as widening her skill set, to further herself in the cattle industry.





PATRICK CRAWSHAW

23 years old NUHAKA, EAST COAST

Patrick grew up on his parents Angus stud, Kenhardt Angus and has been involved from the moment he could pull his gumboots on by himself. His involvement with Generation Angus followed on from Future Beef and he now chairs the Generation Angus committee.

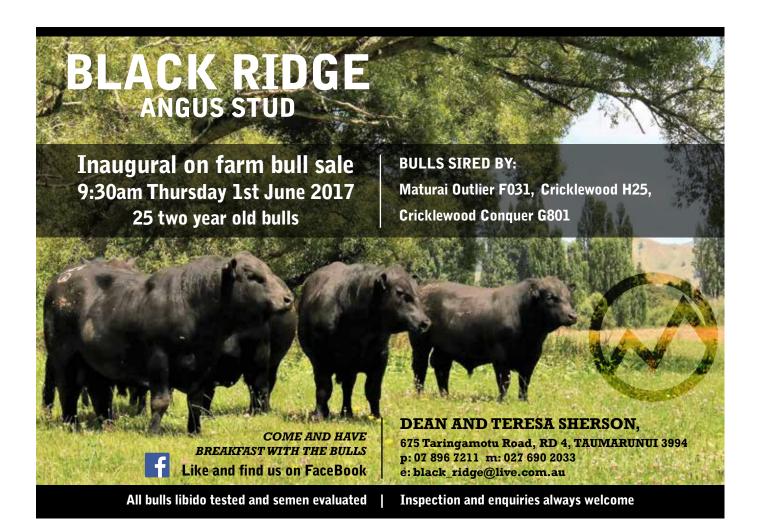
Patrick is currently the stock manager on a 420ha property near Dannevirke, which is part of the ADB Williams Trust. He hopes to move into a higher management role within the operation or take the step into farm ownership.

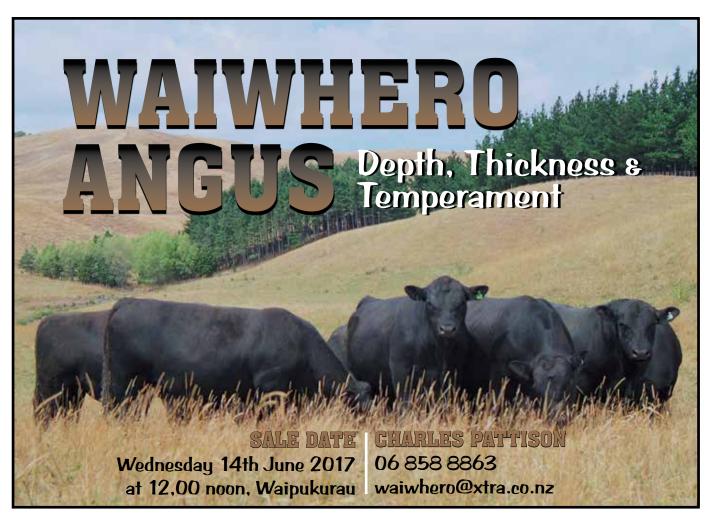
"My ultimate aspirations are to be an owner operator on a sheep and beef farm, continue the Kenhardt Angus stud and develop it further, and to take on advisory roles among other farming businesses."

Patrick's father Grant has been his most coveted mentor, having helped to grow his passion for Angus cattle from an early age. Being outside farming, asking questions and seeing the complexity of genetics from a young boy has kept him excited and wanting to learn more.

As well as developing social networks to better connect both himself and Angus New Zealand with the rest of the world, Patrick wants to take the opportunity to represent New Zealand to the best of his ability. He wants the teams to be competitive in every aspect and to ultimately win the youth competition for Angus New Zealand.







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NANCY CRAWSHAW

20 years old NUHAKA, EAST COAST

Nancy grew up on her parent's Kenhardt Angus stud and has helped out on the farm for as long as she can remember. Having competed in stock judging events from under the age of ten, Nancy has attended cattle events and youth events throughout the country and has met countless likeminded individuals.

Nancy has always competed in Future Beef since it was established and now that she can no longer compete, she goes along to support younger competitors.

Nancy is currently in her fourth year of a Bachelor of Agricultural Science degree and is off to Colorado State University for the first semester of 2017 on an exchange program.

Once she graduates, Nancy has hopes of becoming involved in the genetics and meat industry within New Zealand, to gain a further understanding of how an animal's genetic composition affects the end product. She eventually wants to establish her own Angus stud.

"Tony Thompson enhanced my knowledge of terminal beef breeds and enhanced my abilities to prepare and show cattle. I also have fond memories of visiting Bruce Alexander's Angus stud when I was still in primary school, and ever since then he has always answered my many questions, accompanying the answer with a laugh."

Nancy looks forward to the opportunity to network with industry professionals over in Scotland, as well as the other competitors. She hopes to learn new skills and more about the different farming systems that are used in varying environments.





AMY HOOGENBOOM

22 years old WAIPUKURAU, HAWKE'S BAY

Amy wasn't from a farming background and became involved with Generation Angus through Future Beef NZ. Her involvement with cattle was fostered along by Tony Thompson of the GlenAnthony Simmental stud. Tony has supported and encouraged Amy's interest in beef cattle since the very beginning and Amy has always led his cattle at Future Beef, where she competed for eight years and in 2015 won the title of Allflex Senior Beef Ambassador.

Amy has been humbled by the support and encouragement shown to her by those in both the Future Beef and Generation Angus networks.

"It is heartening to be part of an organisation where, even though not from a farming background, I still receive the same support and encouragement as those who have grown up with the Angus breed."

She is now a fourth year veterinary student at Massey University and after completing her degree, Amy hopes to gain a job as a production animal veterinarian in rural New Zealand. By improving not only the quantity of the product they produce but also the quality of that product through the use of genetics, nutrition and animal husbandry, Amy will be looking to increase farm productivity.

Amy sees the World Forum as a great opportunity to not only see Angus cattle in their homeland but also meet other people with the same common interest from different parts of the world.

She looks forward to discussing common issues faced by Angus breeders and sharing innovative ideas on how we can maintain the integrity of the Angus breed both here in New Zealand and globally.





TAG, REGISTER, RECORD AND CONFIRM

The simple steps for protecting New Zealand's livestock industry.

1. 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



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 <u>send</u> animals to a NAIT accredited sale yard or meat processor, they will record the movement on your behalf.

If you <u>receive</u> animals from a NAIT accredited sale yard, you will need to confirm the movement.









EMMA POLLITT

24 years old GISBORNE, EAST COAST

Emma grew up in Gisborne township and then attended Taratahi Agricultural Training Centre. She was introduced to Generation Angus by Hamish and Angela Williams when she was working at Turihaua Angus.

Emma is currently working as a Technical Field Representative for PGG Wrightson in Gisborne but has aspirations to reach management level within the company. She is also looking to develop her own Angus stud there on the East Coast.

Peter McWilliam has been an important mentor for Emma throughout her involvement in the industry, providing her with show cattle, judging tutorial, not to mention endless encouragement for her to grow within the agricultural sector.

"From this opportunity to go over to Scotland, I hope to take advantage of the international exposure, by widening my networks and gaining a greater understanding of the beef industry on a global scale."



MARIE TIMPERLEY

25 years old BELFAST, CANTERBURY

Marie's involvement with Generation Angus goes back a long way but was mostly fostered by her parents, who purchased her first three heifers from a dispersal sale when she was just 10 years old. Since this time, Marie has grown the family's Timperlea Angus stud to just on 100 cows.

Marie currently runs the stud still, as well as operating dairy support on one of her family's properties just outside Christchurch. She would like to expand the operation and looks to get into her own land ownership at some stage.

Her family have been vital mentors for Marie along the way, teaching her most of what she knows and encouraging a strong work ethic.

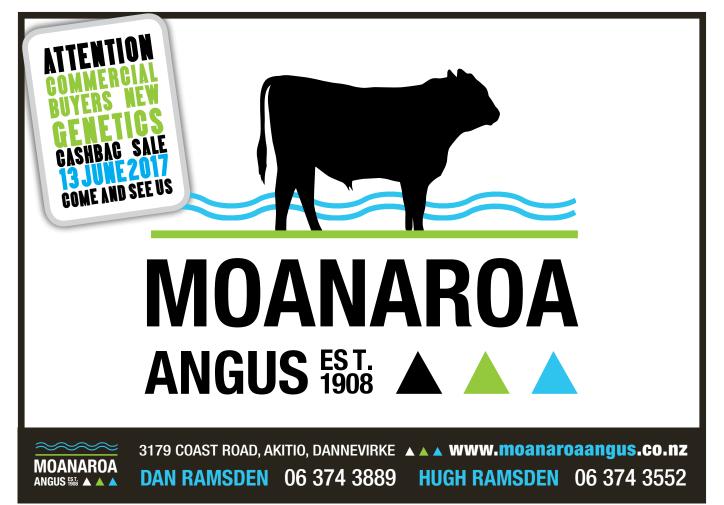
"I hope to make New Zealand proud of our achievements over in Scotland. I am also looking forward to catching up with other Angus breeders, as well as creating new lifelong contacts."





ANGUS POLLED HEREFORD





Ready to discover what may just be your new favourite beef cut? You might have actually been eating it all along in barbacoa tacos...

It's beef cheek, and yes, it's exactly what it sounds like. These cheeks are laced with delicate seams of fat and collagen, just waiting to be broken down into impossibly soft deliciousness.... This recipe braises them in a dark beer based aromatic liquid and then let's all those flavours shine over a plate of creamy grits. It's a pretty fabulous dish for winter time- indulgent, rich and filling.

Ingredients

- 4 AngusPure beef cheeks, cut into large pieces
- 1 roughly chopped medium onion
- 1 roughly chopped carrot
- 5 cloves
- 1 stick cinnamon
- 2 star anise
- 2-4 springs of thyme
- 2 Tablespoons olive oil
- 24 oz porter or dark beer (700ml)
- 24 oz beef stock (700ml)
- 1 cup good quality stone ground grits can substitute with polenta
- 3 cups water
- 1 cup cream
- ½ cup sorghum syrup can substitute with molasses
- ½ cup cider or cane vinegar
- Salt and Pepper to taste

Instructions

- 1. Preheat oven to 300f/150c.
- In a large heavy based pot (I use an enamelled cast iron pot), heat the olive oil. Season beef cheek pieces with salt & pepper, then brown them on both sides. Remove from pan once done.
- 3. Add the onion and carrot to the pan, trying to scrape up all the brown pieces left on the bottom from the cheeks.
- 4. Once onion has softened, add beef back in, plus beer, stock, thyme, anise, cloves and cinnamon stick. Sprinkle with a little more salt.
- 5. Bring to boil then place in oven for 4-5 hours until meat is fall apart tender.
- 6. When cheeks are nearly ready, prepare grits by bringing water and cream to a gentle boil. Add in grits, whisking constantly until thick and tender. Salt to taste.
- 7. In a small pan, combine cider vinegar and sorghum syrup. Stir and allow to reduce slightly.
- 8. To serve, spoon grits onto a plate, and top with the beef cheeks. Drizzle the sorghum syrup on top and enjoy.

Recipe by Jess Pryles

Jess Pryles is the AngusPure ambassador and a full fledged Hardcore Carnivore. She's a cook, writer, and TV personality specialising in red meat, with penchant for grilling and bourbon. She's also a respected authority on Texas & competition style barbecue. Born in Australia, she now resides in Austin, Texas.

www.anguspure.co.nz



















































ANGUS ON-FARM SALE CALENDAR 2017 information that you can rely on www.angusnz.com

NORTH ISLAND

R 4	A\/
IVI	4 Y

Sat/Sun 13th-14th Tru-Test Beef Expo Future Beef NZ Competition Feilding Mon/Tues 15th-16th Feilding Tru-Test Beef Expo National Angus Sale Thur 18th M Howie Glenwood Angus Mosgiel Thur 18th J & H Hammond Ruaview Angus Bull Sale Ohakune Wed 31st T & K Brittain Storth Oaks Angus Bull Sale Otorohanga Wed 31st A & C Donaldson Puke-Nui Angus Bull Sale Taumarunui

JUNE

Thur 1st ID & KI Borck Springdale Angus Bull Sale Taumarunui Thur 1st B & S Sherson Shian Angus Bull Sale Taumarunui Thur 1st D & T Sherson Taumarunui Blackridge Angus Bull Sale Fri 2nd N & J Kjestrup Masterton Kayjay Angus Bull Sale Fri 2nd R & N Purdie Tarangower Angus Bull Sale Mahoenui Tues 6th K & G Higgins Oregon Angus Bull Sale Masterton Tues 6th Gisborne S & G Hain Hains Angus Bull Sale Tues 6th M & F Crawford Ohinewai Hillcroft Angus Bull Sale Tues 6th C Lander Wairere Angus Bull Sale Hawera Merchiston Angus Bull Sale Wed 7th R Rowe Rata Wed 7th A & T Thomson, R & J McLachlan Dandaloo & Tapiri Angus Bull Sale Masterton Thur 8th P & E Sherriff Pine Park Angus Bull Sale Marton Thur 8th Kai-iwi L & L Johnstone Ranui Angus Bull Sale Thur 8th Iona Angus Bull Sale Te Kuiti B Bevege Fri 9th R & R Borthwick Te Whanga Angus Bull Sale Masterton Fri 9th D Reynolds & T Jackson Totaranui Angus Bull Sale Pahiatua Fri 9th R & S Havward Twin Oaks Angus Bull Sale Te Akau Mon 12th A & C Dalziell Kimbolton Atahua Angus Bull Sale Mon 12th K & M Friel Mt Mable Angus Bull Sale Norsewood Mon 12th F Cameron Ngaputahi Angus Bull Sale Pohangina Tues 13th Cashbac Angus Bull Sale Dannevirke Tues 13th J & I Pharazyn Motere Angus Bull Sale Omakere Wed 14th C Pattison Waiwhero Angus Bull Sale Waipukurau Wed 14th M Duncan Elgin Angus Bull Sale Elsthorpe Wed 14th I & M King Brookwood Angus Bull Sale Takapau Thur 15th Hastings M Tweedie Hallmark Angus Inaugural Bull Sale Fri 16th W & V MacFarlane Waiterenui Angus Bull Sale Raukawa Thur 22nd A & P Sharpe Waitawheta Angus Bull Sale Paeroa Mon 26th M & N Story Ratanui Angus Bull Sale Matawhero Mon 26th P Hoogerbrug & C Williams Kaharau Angus Bull Sale Gisborne Tues 27th P Lane Whangara Angus Bull Sale Whangara Tues 27th H & A Williams & Family Turihaua Angus Bull Sale Gisborne Wed 28th C & S Dowding Rangatira Angus Bull Sale Gisborne Wed 28th R & A Powdrell Turiroa Angus Bull Sale Wairoa Wed 28th Gisborne Combined Angus Bull Sale Gisborne Thur 29th B Bendall Seven Hills Angus Bull Sale Mangatainoka

JULY .

Tues 4thJ & J BaylyWaitangi Angus Bull SaleWaitangiThur 6thJ Scott & SonsMangapapa Angus Bull SaleOparauTues 11thC MaxwellMatauri Angus Bull SaleMatauri Bay

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Wed 6th	C & K Biddles	Te Atarangi Angus Yearling Bull Sale	Te Kopuru
Tues 12th	L & L Johnstone	Ranui Angus Yearling Bull & Heifer Sale	Kai-iwi
Thur 14th	PJ Morresey	Paddyvale Angus Yearling Bull Sale	Dargaville
Thur 14th	R & J Blackwell	Mangaotea Angus Bull Sale	Taranaki
Fri 15th	N & J Kjestrup	Kayjay Angus Spring Yearling Bull & Heifer Sale	Masterton
Fri 15th	B & N Heather	Heather Dell Angus Bull Sale	Rotorua
Mon 18th	M & F Crawford	Hillcroft Angus Yearling Bull Sale	Ohinewai
Mon 18th	R & R Borthwick	Te Whanga Angus Yearling Bull Sale	Masterton
Tues 19th	J & J Bayly	Waitangi Angus Yearling Bull Sale	Waitangi
Tues 19th	D Reynolds & T Jackson	Totaranui Angus Yearling Bull Sale	Masterton
Wed 20th	M & S Stokman	Sitz Stokman Angus Yearling Bull Sale	Taupo
Wed 20th	A & P Sharpe	Waitawheta Angus Yearling Bull Sale	Paeroa
Thur 21st	J & I Pharazyn	Motere Angus Yearling Sale	Omakere
Wed 27th	H & A Williams & Family	Turihaua Angus Yearling Sale	Gisborne
Fri 29th	W & V MacFarlane	Waiterenui Angus Yearling Bull Sale	Raukawa

SOUTH ISLAND

MAY			
Fri 19th		Focus Genetics Angus Bull Sale	Te Anau
Fri 19th	Duncan Family	Penvose 2yr Angus Bull Sale	Wedderburn
Mon 22nd	G Crutchley	Puketoi Angus Bull Sale	Patearoa
Tues 23rd	D & G Stringer	Kowai Angus Bull Sale	Wendon Valley
Tues 23rd	J & T Cochrane	Delmont Angus Bull Sale	Clinton
Fri 26th	T & M Law	Waimara 2yr Angus Bull Sale	Palmerston
Sat 27th	D Scott	Bannock Burn Angus Bull Sale	Bruce Bay
Tues 30th	R & M Kane	Blue Mountain Angus Bull Sale	Tapanui
Wed 31st	A & I Devery	Pikoburn Angus Bull Sale	Tuatapere

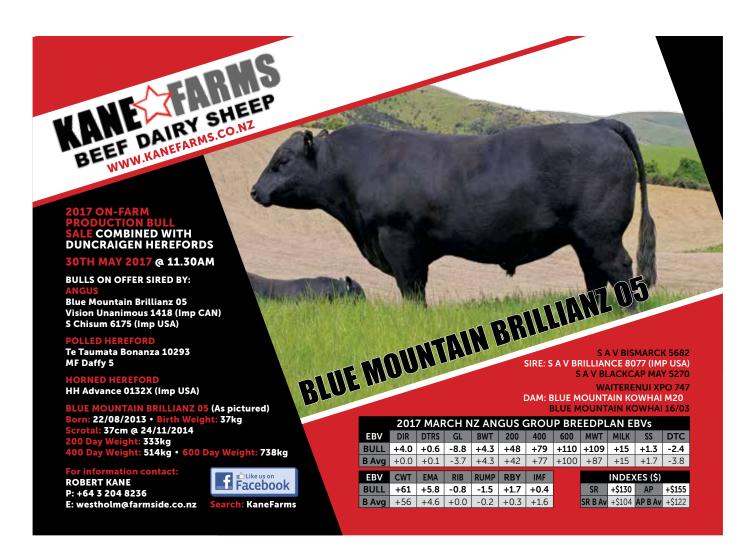
Tues 6th	L Carruthers	Nethertown Angus Bull Sale	Middlemarch
Thur 8th	C & A Jeffries	Riverlands Angus Bull Sale	Cheviot
Fri 9th	A Campbell	Earnscleugh Angus Bull Sale	Alexandra
Mon 12th	R Martin	Martin Farming Angus Bull Sale	Wakefield
Tues 13th	A & A Laing	Sudeley Angus Bull Sale	Irwell
Thur 15th	N & R Sanderson	Fossil Creek Angus Bull Sale	Oamaru
Fri 16th	Jono Reed	Grampians Angus Bull Sale	Culverden
Fri 16th	R & D Orr	Red Oak Angus Bull Sale	Weka Pass
Mon 19th		Blenheim Angus Bull Sale	Blenheim
Mon 19th	O & P Hickman	Taimate Angus Bull Sale	Ward
Mon 19th	G Hargreaves	Kakahu Angus Bull Sale	Geraldine
Tues 20th	J & R Murray	Woodbank Angus Bull Sale	Clarence Bridge
Wed 21st	T Wilding	Te Mania Angus Bull Sale	Conway Flat
Thur 22nd	J Fraser	Stern Angus Bull Sale	Pleasant Point
Fri 23rd	D Giddings	Meadowslea Angus Bull Sale	Fairlie

SEPTEMBER __

Fri 1st	C Davie-Martin	Puketi Angus Private Treaty Yearling Bull Sale	Waiotira
Fri 29th	T & K Peters	Peters Farms Ltd Angus Bull Sale	Millers Flat

OCTOBER _

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Mon 2nd	P & H Heddell	Glen R Angus Bull Sale	Darfield
Tues 3rd	J & R Murray	Woodbank Angus Yearling Bull Sale	Clarence Bridge
Wed 4th	T Wilding	Te Mania Angus Yearling Bull Sale	Conway Flat
Thur 5th	G Hargreaves	Kakahu Angus Yearling bull Sale	Geraldine
Thur 5th	R Orr	Red Oak Angus Yearling Bull Sale	Weka Pass
Fri 6th	D Giddings	Meadowslea 2yr & Yearling Angus Bull Sale	Fairlie
Wed 11th	J Fraser	Stern Angus Yearling Bull Sale	Pleasant Point
Fri 13th		Focus Genetics Angus Yearling Bull Sale	Te Anau



PUKE-NUI ANGUS Annual Bull Sale Wednesday 31st May 2017 At 3pm Viewing from 1pm Bull Sale Venue: 303 River Road, SH 43, Taumarunui 32 Bulls By Helmsman Auction Inspection & Enquiry Welcome Alan & Catherine Donaldson 29 PaparoaR d, RD 3, Taumarunui Ph (07)8966714 email:agcsdonaldson@gmail.com www.pukenuiangus.co.nz

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The PGG Wrightson Genetics team are a nationwide network of livestock specialists working alongside breeders and commercial producers across New Zealand.

The team offers genetics and stud stock expertise, animal evaluation and long-term strategic advice for sheep, beef, dairy and deer farmers and breeders.

The specialist advice the team offers assists farmers to improve livestock performance, resulting in enhanced long-term farm productivity.

For expertise and integrity you can depend on talk to us today.

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Callum Stewart National Genetics Manager Auctioneer Manawatu/Whanganui 027 280 2688



Cam Heggie Livestock Genetics Rep, Auctioneer King Country, Waikato, Northland, Bay of Plenty 027 501 8182



Tom Suttor Livestock Genetics Rep Hawke's Bay, East Coast, Wairarapa 027 446 9967

South Island



John McKone Livestock Genetics Rep, Auctioneer Canterbury 027 229 9375



Callum Dunnett Livestock Genetics Rep Mid/South Canterbury 027 590 8612



Callum McDonald Livestock Genetics Rep Southland 027 433 6443



Roger Keach Livestock Genetics Rep Otago/South Westland 027 432 5766



Bruce Orr Senior Genetics Advisor 027 592 2121





BREEDERS 2017

Ward 1 - Northland

Chairman: Craig Davie-Martin [09 432 2106]
Puketi, CA, 20 Taylor Road, RD 1, WAIOTIRA, 0193

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

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

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

Graham, D, 2048 State Highway 1, RD 1, OKAIHAU 0475

Landcorp Rangitane, C/- D Elliott, PO Box 12075, Ahuriri, NAPIER 4144

Lawson, DR & IL, 4927 Kaipara Coast HW, RD 2, WELLSFORD 0972

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

Morresey, PJ, 2506 Waihue Road, RD 2, DARGAVILLE 0372

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

Quinn, 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

Associate Members

France, RR, 47 Erskine Road, Maunu, WHANGAREI 0110 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

Ward 2 - Auckland / Waikato / BOP

Chairman: David Fogarty [07 884 5774]

Kauri Downs, 475 Ngautumanga Road, RD3, TE AROHA 3393

Allen, JV & ME, 31B Hiwinui Road, RD 3, DRURY 2579 Brosnahan, SA, PO Box 3190, OHOPE 3161 Brown, C, 2291 Maungatautari Road, RD 2, CAMBRIDGE 3494 Coldicutt, S, 808 Maungatautari Road, RD 2, CAMBRIDGE 3494 Crawford, MA & FA, 735 Matahuru Road, RD 4, OHINEWAI 3784 Dorotich, J & T, 945 Waitahora Road, RD 1, DANNEVIRKE 4971 Field, RD, 450 Waikite Valley Road, RD 3, ROTORUA 3073 Frischknecht, R & H, 328 Ngutumanga Road, RD 3, TE AROHA 3393 Glover, B, 1478 Miranda Road, RD 3, POKENO 2473 Harnett, D, 521 McLaren Falls Road, RD1, TAURANGA 3171 Hayward, AR & PA, Norwegian Road, RD 3, CAMBRIDGE 3495 Hayward, RB & SC, 163A Clemmett Road, RD 1, NGARUAWAHIA 3793 Heather, GB & N, 945 Paradise Valley Road, RD 2, ROTORUA 3072 Koberstein, WMG & CA, Ranginui Road, RD 1, MANGAKINO 3492 Landcorp Waihora, C/- D Elliott, PO Box 12075, Ahuriri, NAPIER 4144 McDowell, J, Tuhirangi Farm, 61 Orere Point Rd, RD 5, PAPAKURA 2585 Muir, B & J, 746 No 4 Road, RD 3, TE PUKE 3183 O'Reilly, J & P, 25A James Tyler Crescent, Lynfield, AUCKLAND 1042 Saunders, DA & EJ, 232B Fullerton Road, RD 9, HAMILTON 3289 Sharpe, Al & PA, 249 Franklin Road, RD 2, WAIHI 3682 Short, RJ, 357 Maungarangi Road, RD 9, TE PUKE 3189 Stokman, M & S, 161 Hossack Road Extension, RD 1, ROTORUA 3077 T M Price, EK Mitchell &, 820 State Highway 2, RD 1, WAIMANA 3196

Turner, JK, 99 Jess Road, RD 2, TAURANGA 3172

Associate Members

K A, Abbott, 916 Raglan Road, Makomako, RD 2, RAGLAN 3895 JDW & AM, Adams, 22 Aileen Place, RD 1, WHANGAMATA 3691 LG, Baldwin, 1433 Churchill Road, RD 1, TUAKAU 2696 G, Brennan, 1282 Kaahu Road, RD 1, MANGAKINO 3492 R, Cashmore, 389 Kawakawa-Orere Road, RD 5, PAPAKURA 2585 C, Eb, 495 Paparoa Station Road, RD 1, PAPAROA 0571 G, Gower, Peak Trig Road, RD 1, OHURA 3980 T, Hale, Private Bag 3123, Waikato Mail Centre, HAMILTON 3240 P, Hatwell, 2221 Maungatautari Road, RD 2, CAMBRIDGE 3494 P, Legros, 509 Marychurch Road, RD 4, HAMILTON 3284 D, Mayo, PO Box 248, MORRINSVILLE 3340 A & S, Muir, 478 No 4 Road, RD 3, TE PUKE 3183 D, Oliveina, PO Box 3899, AUCKLAND 1140 DR. Pittams, PO Box 6207, Whakarewarewa, ROTORUA 3043 MW & MC, Rose, 69B Davison Road, RD 6, HAMILTON 3286 DS, Shuker, 1496 Kaiaua Road, RD 3, POKENO 2473

Ward 3 - King Country / Taranaki

Chairman: Brian Sherson [07 895 7686]

Shian Stud, Meads Road, RD4, TAUMARUNUI 3994

CR, Trousdale, 644 Matahuru Road, RD 4, OHINEWAI 3784

Bevege, BG, RD 1, TE KUITI 3981

Bishop, PJ & AH, Barleymans Road, RD 24, STRATFORD 4394 Blackwell, RR & JM, 183 Mangaotea Road, RD 10, INGLEWOOD 4390 Borck, ID, 1094 Taringamotu Road, RD 4, TAUMARANUI 3994 Brittain, T & K, 524 Paewhenua Road, RD 2, OTOROHANGA 3972 Cave, A & S, 263 Patoto Road, RD 3, TE KUITI 3983 Donaldson, AG & CS, 29 Paparoa Road, RD 3, TAUMARANUI 3993 Gane, A, P & C, 139 Wawiri Road, RD 22, STRATFORD 4392 Harvey, S, 1267 Makuri Road, RD 25, Stratford 4395 Jolly, TD & RFR, RD 4, TE AWAMUTU 3874 Jury, J & K, 1540 Okoki Road, RD 45, URENUI 4375 Lander, C & J, 324 Meremere Road, RD 12, HAWERA 4672 Martin, RI & MR, 63 Cressida Avenue, STRATFORD 4332 Park, A & V, 841 Tapuiwahine Road, RD 1, ONGARUE 3997 Purdie, R & N, 912 Ngatarawa Road, RD 1, MAHOENUI 3978 Scobie, N & M, 700 Raupuha Road, Huinga, RD 22, STRATFORD 4392 Sherson, D & T, 675 Taringamotu Road, RD 4, TAUMARANUI 3994 Stockdale, S & DF, 880 Mangati Road, RD 6, TE AWAMUTU 3876

Associate Members

G, Black, Waina Road, RD 13, HAWERA 4673
TG, Henderson, 53 Hodgson Road, RD 5, HAMILTON 3285
RWJ & JB, Howe, Maikaikatea Station, RD 48, URENUI 4378
WR, Hunt, 14 Coleman Avenue, RD 1, WAVERLEY 4591
I C, Jones, 333 Kaimata Road South, RD 10, INGLEWOOD 4390
TLC & TJ, Jupp, 687 Junction Road, RD 25, OTUREHUA 4395
D, Nicholas, PO Box 90, Taranaki Mail Centre, NEW PLYMOUTH 4340

Ward 4 - East Coast

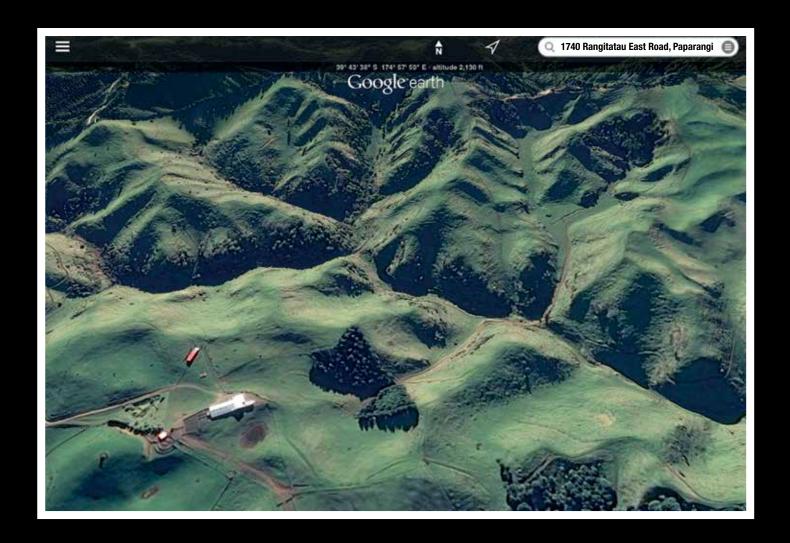
Chairman: Charlie Dowding [06 862 3876]

Rangatira Farm P/Ship, Te Karaka, PO Box 20, GISBORNE 4042

Bayly, JH & JM, PO Box 100, WAIROA 4160 Crawshaw, CG & S, PO Box 29, NUHAKA 4165 Hain, S & G, Private Bag 7123, GISBORNE 4040 Herries, S & J, Private Bag 7112, GISBORNE 4040

RANUI W

Our Angus bulls are bred and raised here!



" We have to contend with logging trucks not milk tankers"

sale dates: 8th June & 12th September 2017

Lindsay Johnstone: 0274 453 211 | Lin Johnstone: 0274 453 213

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Kirkpatrick, R & K, 25 Andrews Road, RD 3, WHANGARA 4073
Lane, P, PO Box 308, GISBORNE 4040
McHardy, DJ, Private Bag 7631, Gisborne 4040
Powdrell, WR & OA, Kiwi Valley Road, RD 3, WAIROA 4193
Story, MJ & NK, Tauwhareparae Road, RD 1, TOLAGA BAY 4077
Watson, PGH, Private Bag 7515, GISBORNE 4040
Williams, H & A, 771 Whangara Road, RD 3, GISBORNE 4073
Williams & Hoogerbrug, C & P, Rimunui Riverside Ltd, GISBORNE 4040

Associate Members

Pollitt, EL, 113 Fox Street, GISBORNE 4010 Powdrell, HR, 313 Cricklewood Road, RD 1, WAIROA 4191

Ward 5 - Hawke's Bay

Chairman: Charles Pattison [06 858 8863]

Waiwhero, 1436 Farm Road, RD 4, WAIPUKURAU 4284

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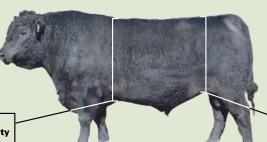
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NECK LENGTH – A thicker necked animal matures and reaches puberty earlier and has more libido

A longer neck indicates a higher maintenance animal that is slower to reach puberty and rebreed

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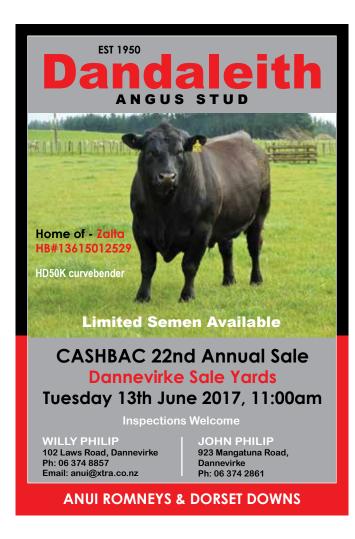


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