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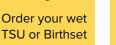
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PRESIDENT'S MESSAGE

Let's make sure we remain an essential service

Out of adversity comes opportunity, said Benjamin Franklin. 2020 marked the start of a new decade and what many had hoped for were new opportunities, but it seems adversity is what the start of the decade has delivered to the world's population.

Covid-19 has dominated world headlines since February 2020 and this new virus will be etched in people's memories for the rest of their lives, with long-lasting implications for the world's population and their decision-makers.

Agriculture, along with some associated service providers, was recognised early as an "Essential Service" in this country. This was of no surprise to all involved in the industry – even our trading partners hold New Zealand in renown as a leading food producer of quality. Agriculture has built the infrastructure of our communities. But this knowledge seems to have been lost by the present, modern day decision-makers. Their focus has been about building barriers in our industry and laying the blame at our feet for poor water quality and greenhouse gas emissions.

The agriculture sector recognises the degradation of our water ways and farmers have spent a considerable amount of their own money protecting wetlands, fencing riparian strips along water courses, and planting these areas to protect this valuable resource.

Water quality to me has always been a people problem and we can all see the impacts of what high density population has done. Wastewater infrastructure in some of our urban centres is clearly not coping with the population pressure. The cost to rectify this should be borne by those that have created it, not by the government as some urban communities are calling for. The agriculture sector has borne this cost on its own shoulders and so should those that are living in the urban communities. Farmers, be proud of what's been achieved so far and please do not get caught being told to pay twice.

The greenhouse gas barometer is another to watch, as we all saw through various stages of world lockdowns what happened to CO2 emissions. This could largely be attributed to people being confined to homes and their habits of travel being somewhat curtailed. As an essential service, agriculture was business-as-usual during these shutdowns, so, I say again, please do not get caught being asked to pay more than our share. New Zealand has received much media coverage over the past 12 months in the way we have reacted to this Covid-19 threat. It was all positive coverage and more than any advertising campaign could buy. New Zealand is certainly being recognised as a safe place to live and work, along with a place where our products are also receiving the same 'Safe to Eat' label. We must now make sure the adversity that the world faces can be turned into an opportunity for the people marketing our products. We have a window of opportunity to showcase our safe protein, produced by pasturebased feeding, to the world. This is a global value proposition that should not be lost in the story.

2021 will remain challenging for all of us but please continue to be proud that our sector, agriculture, was recognised as "Essential" by decision-makers, a long overdue accolade. It is now our job to make sure we remain there.

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Kind regards, John Cochrane, Angus NZ President







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Martinborough stud built on science & profitability

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Heart warmer for winter months





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Let's get to thinking about what it means to be essential. It's a term you will all be familiar with as it has been bandied around a lot in general chit-chat over the past twelve months...

The primary industry as we already knew, is 'absolutely necessary and extremely important'; that's Oxford's definition. We can take comfort in the fact that the New Zealand Government saw the value in ensuring Angus producers could continue feeding the hungry consumer.

The fragility of human life has never before been thrown so far into the spotlight and our desperation to preserve it has seen whole economies and countries shut down, as they cling to face masks and social distancing in a last ditch attempt to save themselves.

As the people of the world have their health at the forefront of their conscience, they are putting everything they do, everything they consume and everything they associate with under the microscope. Fake tan is toxic, gel nails cause skin cancer, smoking kills; OK so maybe that's an old one. Climate change - it's the biggest environmental challenge of our time.

New Zealand produces beef that already checks so many of the right boxes. If we look further at what's under the skin of the animal and combine that with the right sales pitch, we can increase the value of our premium Angus beef and take advantage of the world's need to feel good about what they're eating.

It's all good food for thought. Isn't it time you turned the page and found out how?

Enjoy the read.

Editor

Sarah Horrocks



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Wartime wedding present becomes

MULTI-GENERATION BUSINESS

STORY BY CHEYENNE NICHOLSON AND PHOTOS BY LOUISE SAVAGE



Turiroa Angus stud was founded in 1944 by Walter Powdrell when his father-in-law, R.E Jefferson, gave Walter and his bride, Ruth, five Angus heifers as a wedding present. And the rest, as they say, is history. Turiroa has made a name for itself in producing quality stock that are hardy, consistent and fit-for-purpose. Years of carefully thought out breeding have gone into the 240-strong cow herd that is the engine room of the operation.

Current owners, Andrew and Tracey Powdrell were conscious of having big shoes to fill when they took over the reins of the stud three years ago. The couple have made quick work of putting their own stamp on the farm. Andrew has been back at Turiroa for 20 years and managed the herd before taking over. They have been married for 16 years and have three children Toby, 14, George, 12, and Ella, 9.

Life on Turiroa

Turiroa has been farmed by the Powdrell family for five generations and has been breeding pedigree Angus cattle for 76 years. Family has always been at the root of the farm. Andrew and his father Rick make up the team that works the farm day to day with, Tracey handling the books. Although in his 70s, Rick loves coming to work every day.

"The farm, the stud, it's his passion," Andrew says. "He still has dogs and is pretty active. It's great to have him here to bounce ideas off. Mum, Olivia, always showed an interest in the cattle also and did the stud books for 48 years, which is a pretty good effort!"

Tracey's parents live on the farm as well.

"Her father is a very handy man, does all of our carpentry and welding and can turn his hand to most things. It really is a family operation, and it works well for us.

"I guess you'd say the average age of our staff is pretty high," Andrew jokes. "But we're a really good team and have lots of laughs."

Over the years, parts of the original farm have been taken over with succession when Rick and his brother Rowley, who farmed in partnership, split. Turiroa now consists of about 500ha, with a good mix of flat to steep hill country that makes for the perfect breeding ground for stud cattle and sheep.

"Succession planning is never easy. For us, knowing what we wanted to do and figuring out how to get there was difficult. Plus we wanted to make sure Mum and Dad had a comfortable retirement," says Tracey. "In the last three years, we've tried to hit the ground running with putting our stamp on things. We've rebranded, got our website cranked up and done a lot of little things. We've got a lot more to do yet, but we are pleased with what we've achieved these past three years."

The farm is home to the Angus stud and a terminal sheep stud with around 520 breeding ewes of the four different terminal breeds they have - Southdown, Tigers (Southdown x South Suffolk), Suftex, and Belsuftex (Beltex x Suftex) - which are all intermingled with the cows. Around 120 rams are sold at their on-farm ram, sale in mid-December and 50-80 ram hoggets are sold in the autumn. One thousand Romney ewes are mated to a black-faced ram, with all lambs fattened on the property and starting to go off for processing in November.

Andrew and Tracey have made some changes in their sheep operation to create flexibility in the system to support their number one focus, their cattle.

In a good season, trade lambs can be purchased in the autumn to fatten on top of their own lambs. No replacement ewes are kept on-farm apart from around 200 stud ewe lambs which are all mated as hoggets. Instead they buy in Romney ewes each year, some from a bull client in January, and the rest are bought in, to lamb in the winter. If they need to pull a safety lever at any point in the season, they can wean early and get rid of 500 ewes early.





"Cattle are our number one priority. The sheep side has to be flexible and that's why we don't buy trade lambs if the season doesn't allow. We've built that in since we took over, and it seems to work well," said Andrew.

The farm is also home to a whitebait spawning site which is managed for DOC and is one of the best-producing sites for whitebait eggs. As a result of this site, their three-year farm environment plan includes finishing fencing around 1.3km of waterway to totally exclude stock, extensive planting of natives and continued efforts to decrease the amount of nitrogen applied to land.

"One thing we are very conscious of here in all that we do, is to make sure that we are doing the best we can to be good land stewards. The farm has so much history, and we want to preserve it for future generations."

They're even planning on getting their local school involved in the planting project.

"It's a great way to get kids who don't have the opportunity to get out on-farm, to experience it which we hope will help those kids get a better understanding of where their food comes from."

While the farm typically enjoys good seasons with around 1250mm of rainfall each year, the heavy clay soils can turn into mud very quickly in winter and make the steeper parts of their farm prone to slipping, which is a key area of their environmental plan that they are addressing.

"Through winter, our worst time is May through July if we get really wet. Spring and autumn, we use to grow our feed bank. We're in the game of growing grass. We like to make decisions early, being proactive rather than reactive."

To help grass growth, fertiliser is applied in August/September with strategic use of nitrogen when required. However, they are trying to minimise this and rely more upon making decisions early to maximise grass growth.

Feeding regimes are kept simple. Grass and plenty of it at the right times of the year. While supplementary feeding has its place in some farming systems, Andrew believes it's important to raise his stock in the conditions they'll end up in once sold. With most of their clients being hill country farmers, it's important to breed an animal that will thrive on grass and not need the extra boost from other feeds.

"Aside from crops for the lambs some years, we don't do any cropping. The cattle aren't run on crops at all, never have been, we only feed out meadow hay in the winter and very little baleage."

Turiroa Angus refined to perfection

The Powdrell family are passionate about breeding. Andrew, his father Rick, and grandfather Walter, have all been focused on breeding high-class stud and commercial cattle that will help their clients' bottom lines through superior early growth and maternal efficiency. The engine room of their whole operation sits within their cow herd, which has been refined through rigorous selection processes over the years.

The stud consists of 240 stud cows, 55 keeper two-year-old heifers, 55 keeper yearling heifers and around 80 yearling bulls, along with sire bulls.

Calving kicks off in August with all cows calved out on the hills with the sheep. Their thought behind this is the same as the feeding: keep them in the environment they'll be in on another farm. While the cows are used to hill country, they are pushed hard and Andrew says they do lose some calves through misadventure. Calves are weaned in autumn with the target weight being roughly half the bodyweight of the cow.

"We try to get rid of cull yearling heifers and bulls in the spring. We have sold heifers to China before. We also sell up to 35 two-yearold bulls privately to other farmers on top of the 50-odd bulls we put up at our sale. These are share farmed off farm."

Bulls are bought down onto the flats to get ready for the sale, and they target 750-850kg sale weight, any bigger, and they become prone to breakdowns. Nothing fancy goes into their sale prep, just good old grass and meadow hay. Andrew says it's all common sense and getting the right genetics into the right environment is something he thinks needs more consideration with bull buyers.

Breeding brings record sale in 2020

Well-thought-out breeding for 76 years has meant the cattle at Turiroa are some of the best around and genetics is an area that Andrew and Tracey are always striving to continue to improve. And if the last few years are anything to go by, they're certainly on target. Last year Turiroa set what is believed to be a New Zealand on-farm record, selling a son of Turiroa Complete 16M013 for \$104,000 and another son sold for \$86,000.

"We're fortunate that dad and my grandfather put in a lot of work within the herd. Things like fixing our type to a certain degree, thus ensuring predictability in our females mean we get less variation in the progeny. So for us now it's about ensuring that continues and we are producing animals that are meeting market demand and





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are going to be fit-for-purpose. I think any good stud is always finetuning things rather than making big sweeping changes."

When you talk to Andrew about his breeding strategy, he uses the word pie a lot. He compares breeding the ideal animal with needing to have all the right ingredients, and every slice accounted for to make a full pie. Focus too much on the pastry, the pie's a dud; focus too much on the filling, and the pie will fall apart. Breeding stock is the same. Focus too heavily on EBVs over phenotypical traits, or vice versa, the pie isn't going to come out very well. He says it's just about getting the balance right.

"We need to remember high EBV cattle need high-quality feeding to express these genetics which is not always possible in a hill country environment.

"In my grandfather's day they were smaller than they are now, but he never chased breeding fads, and neither have we. So when we saw a lot of guys going for these big framed, tall cattle from America, we stuck to more moderate-sized genetics in the main.

"We've always preferred to buy 'sons-of' to get some good New Zealand cow genetics into our herd alongside some overseas genetics. You have to think about where these animals are ending up; in hill country, big animals don't tend to do as well on hard hill country."

While EBVs are used as a tool, visual appraisal is extremely important, and sires have never been selected on EBVs alone. They like to see them walk, see how they pull up and carry themselves in general. A strong spine and forearm and correctly set shoulders are a must.

"He must have large well-shaped testicles, a strong head and jaw (so his daughters can eat down to the dirt in hard times) and short well-sprung feet. All these attributes, plus others, help to build longevity into a herd.

"A good strong, robust cow herd is the basis of our entire breeding programme. We want a cow that lasts a long and productive life, has a calf every year, has some natural fat on her. Things like longevity and constitution we hold in high regard."

Turiroa have been doing an artificial insemination (AI) and embryo transfer (ET) programme for about 15 years. It was something Andrew wanted to bring in to give them access to a wider selection of genetics and maximise the top producing cow families within the herd.

They use a lot of New Zealand genetics for AI, although they have

experimented with genetics from Australia, America and Canada with mixed results.

While ET isn't cheap, they have had good success with it and have refined their selection criteria over the years and are picky when it comes to which cows they put up. Animals must come from a good strong cow family with good performance going back two generations, and have a good pedigree. Each year they have around 10 cows or heifers that they look at for their ET programme with four or five making the cut each year. Those animals are then matched with a suitable bull or bulls.

"You have to have an open mind with ET, and genetics in general, I think. We bought an eight-year-old bull a few years ago. It was an American bloodline, and we just saw something in him, he was pretty ordinary looking, but he crossed really well with our cows. We got this one son that went on to sire two of our top priced bulls this year. That's when it works. There are times when it doesn't work, but that's breeding isn't it?"

Since taking over the stud, Andrew and Tracey have put a lot of time and effort into their branding and marketing. They've completely rebranded and created an updated website, while also embarking on social media as a mode of marketing and telling their story.

"I guess we are just evolving with the times. Hopefully we can continue to grow the business," says Andrew.

"We have three children so I think we will need to grow the business if we can. Toby, our eldest, is 14 and he is starting to become more involved. I think our main goal is to leave the place in a better space for our children to enjoy and continue on with if that's what they want to do."

Andrew and Tracey are both active in the community and feel that it's an important value to teach their children. Andrew has been coaching junior rugby for the last nine years, served on the junior rugby board for seven years, four as chairman. He has also been involved in athletics. Turiroa also hosts a charity dog trial on farm each year, started by Walter 25 years ago. Andrew has been on the committee for 20 years, served as chairman for four and ran the Huntaway section for 13 years. He is still involved today in lesser roles. He is currently chairman of the East Coast Angus ward as well. Tracey has served on the local school board for the last five years and helps out with pony club, among other things. All in a day's work for the Powdrells.



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Technology takes the hard work out of selection decisions



BY DR BOYD GUDEX, BREEDPLAN TECHNICAL CONSULTANT, AGRICULTURAL BUSINESS RESEARCH INSTITUTE

Selection Indexes assist beef producers to make "balanced" selection decisions, taking into account the relevant growth, carcass, fertility and efficiency attributes of each animal to identify the animal that is most profitable for their particular commercial enterprise. Like breeding values (EBVs), Selection Index technology is a well-established, science-based methodology that is used in many livestock species around the world. Selection Indexes provide an overall "score" of an animal's genetic value for profit for a specific production system and are calculated based on weightings placed on individual traits that are deemed to be important for that production system. As such, Selection Indexes account for both sides of the profit equation (costs as well as income), and also reflect both the short term profit generated by a bull through the sale of his progeny, and the longer term profit generated by his daughters if they are retained in the herd.

Best practice guide to using Selection Indexes

Incorporating Selection Index information into selection decisions takes all the hard work out of trying to decide how much emphasis you need to put on individual EBVs when determining which animals you want to retain in your herd or purchase. The recommended strategy for selecting animals is to complete the following steps:

- I. Identify the Selection Index of most relevance to your or your client's breeding objectives. This decision should be aided by the index descriptions and flowchart available on the Angus New Zealand website. The descriptions are also available in the Help Centre on the BREEDPLAN website.
- II. Rank animals on the Selection Index. This can be done easily on the BREEDPLAN website by clicking on the index name to sort the animals or catalogue that you have selected (see below).
- III. Consider the individual EBVs of importance. Like all breed

level Selection Indexes, the New Zealand Angus Selection Indexes are designed for the average of the production system specified in their description. This means that individual farm environments and management choices will potentially require their own thresholds applied. For example, look for high Calving Ease and low to moderate Birth Weight EBVs for heifer bulls.

IV. Consider other traits of importance that aren't included in the genetic evaluation. Structure, bull fertility, bull docility, genetic conditions and pedigree are all important considerations in this step.

More detail on using Selection Indexes can be found in the BREEDPLAN help centre on the BREEDPLAN website https://breedplan.une.edu.au/help-centre/

The BreedObject system

The Selection Indexes calculated by BREEDPLAN are generated using a software package called BreedObject. The BreedObject technology was developed by the Animal Genetics and Breeding Unit (AGBU), and the development process involves four major steps. These steps are:

- 1. A detailed description of the input costs (e.g. feed) and value generation (e.g. sale animals) of the commercial herd and target market system. For New Zealand Angus, some of these values were sourced from:
 - a. A meeting with a group of New Zealand producers in 2019.
 - b. Past research including Beef & Lamb NZ progeny tests.
 - c. Lincoln University Farm Budget Manual.
- 2. Once the target production systems have been described, the BreedObject software then evaluates how each trait influences profitability and the economic value of improving each trait.
- 3. The BreedObject software then assesses what emphasis

	November 2020 TransTasman Angus Cattle Evaluation													\frown						
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Wt. (kg)	200 Day Wt. (kg)	400 Day Wt. (kg)	600 Day Wt. (kg)	Mat Cow Wt (kg)	Milk (kg)	Scrotal Size (cm)	Days to Calving (days)	Carcass Wt (kg)	Eye Muscle Area (sq cm)	Rib Fat (mm)	Rump Fat (mm)	Retail Beef Yield (%)	IMF (%)	Docility	Self Replacing Index (\$)		Heifer Dairy Terminal Index (\$)
+10.8 52%	+8.4 43%	-11.5 90%	+3.1 84%	+53 80%	+100 78%	+ 141 78%	+114 76%	+31 69%	+4.1 78%	-8.9 53%	+62 73%	+ 7.5 70%	+2.4 73%	+2.5 71%	+0.6 70%	+1.9 69%	+41 66%	+\$148	+\$223	+\$158
+11.5 67%	+0.6 43%	-12.1 98%	+1.8 97%	+56 94%	+99 95%	+ 131 92%	+108 86%	+19 81%	+3.3 93%	-4.0 54%	+68 81%	+ 5.4 83%	+0.3 84%	-1.6 82%	+ 1.3 79%	+1.5 81%	+7 82%	+\$137	+\$195	+\$158

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needs to be applied to each EBV trait to achieve the maximum profitability in the production system and market end point that the index was designed for.

4. The importance placed on each EBV results in the Index value that is calculated for each animal.

Recent developments in the BreedObject software

Like BREEDPLAN, research into improving the BreedObject methodology is ongoing and recently a new version of the BreedObject software has been made available by AGBU. New developments in this version of the BreedObject software include:

- Improved modelling of young animal growth. This includes:
 - Separate modelling for each sex rather than assuming there is a fixed difference between them.
 - Revised modelling of feed requirements for young animals and how this changes with body composition/ stages of growth.
- Improved modelling of cow weight and condition score throughout the year. This includes:
 - More advanced modelling of cow weight, and subsequently feed requirements, at times of year when feed is in short supply and/or expensive. Typically in New Zealand, this is during the winter when grass growth slows or stops and cow feed requirements are increasing due to cold and pregnancy.
 - Inclusion of cow condition score and production penalties for cows outside of optimum condition (e.g. too lean or too fat affecting milking ability and/or fertility).
 - Revised methodology for valuing cows when culled. This allows for variation in sale weight and value between cows culled for various reasons (e.g. cast for age, reproductive failure, poor condition, etc.).
- Enhanced modelling of carcass market specifications and values.
 - This includes the ability to handle non-linear price structures like Beef Schedules that penalise both too lean and too fat carcasses, and/or those that penalise under and overweight carcasses.

These developments have changed how EBVs are valued in Selection Indexes. In particular, the enhanced modelling of cow weight increases the impact that total cow feed costs (i.e. length of feeding + feed price + feed quality) have on the profitability of the represented production systems. This means that the new software can construct indexes that can be tailored to the different production environments that are found across New Zealand where variation in cow feed costs exist (a key differentiation between the Self Replacing and AngusPure Indexes).

More detail on the BreedObject software can be found in the Summer 2018 SBTS and TBTS Update Magazine at: is.gd/yJldSZ and on the BreedObject website: ibit.ly/08Xa

New Zealand Angus BreedObject Selection Indexes

Angus New Zealand currently has three Selection Indexes available. These are the:

• Self Replacing Index.

- AngusPure Index.
- Heifer Dairy Terminal.

The Self Replacing Index (SRI)

The SRI estimates the genetic differences between animals in net profitability per cow joined in a self-replacing commercial herd run in an environment where there are prolonged seasonal feed deficits and feeding supplement is unlikely. This index targets the production of steers finished before their second winter and fertile and hardy replacement heifers.

Genetic selection of bulls using only the SRI will on average over time develop a cow herd with the following:

- Improved weaning rate through increased fertility and easier calving.
- A slowly decreasing cow size, milk and slowly increasing body condition.
- Progeny will be prime at a younger age for slaughter.

The AngusPure Index (API)

The API estimates the genetic differences between animals in net profitability per cow joined in a self-replacing herd that targets the production of grass finished steers for the AngusPure programme. A significant premium for carcass quality was assumed and the target sale age was older than the SRI to allow marbling to be expressed. As some daughters are retained, maternal traits are also of importance.

Genetic selection of bulls using only the API will on average over time develop a cow herd with the following:

- Improved weaning rate through increased fertility and easier calving.
- A slowly increasing cow weight/size, and milk production.
- Progeny will be prime at heavy carcass weights where the improved marbling and subsequent eating quality traits can be expressed.

These characteristics are ideal for an environment where the cow herd can be managed with extra feed if seasonal feed deficits occur.

The Heifer Dairy Terminal Index (HDT)

The HDT index estimates the genetic differences between animals in net profitability per female joined in a herd where all progeny are marketed (terminal). This index was designed to be suitable for herds where calving ease is the primary driver (e.g. over beef heifers or dairy cows/heifers) while still retaining some emphasis on beef traits to enhance the value of the progeny.

Progeny bred using the HDT will on average have the following characteristics:

- More live calves through increased easier calving and reduced birthweight.
- Earlier calving through reduced gestation length.
- More value through enhanced growth and marbling.

For more detail on the New Zealand Angus Selection Indexes, see https://angusnz.com/cattle/technical/indexes-2/ or ibit.ly/ylfe



MULLULLUL



STORY AND PHOTOS BY SARAH HORROCKS





In 1952 Ray Hurley and his family bought a farm, some cattle (quite a few), some sheep (quite a few more), a dog and a horse. That horse was essential to his grand plan as without it he would have had a lot of walking to do.

Papanui Estate, as it is known now, is still run by the Hurley family – Ray's son Andy Hurley and his two sons, Sam and Jack. The operation consists of four working properties and each has a solid role to play.

Papanui Station is Ray's original farm, comprising 3,300ha of native grasses, laid out across medium to steep hill country in the Turakina Valley, west of Taihape. It's run by Sam and his wife Sophie Hurley.

Property number two, Ferndale, is the 1,700ha neighbouring station to Papanui and was procured in 2018, and it is also run by Sam and Sophie. The topography is very similar to Papanui but the two stations are run separately, side by side.

Brooklands and Kotare are the two finishing farms.

Brooklands is 300ha of flat land in Ohingaiti, on the edge of the Rangitikei River, run by manager Jonathan Smailes.

Kotare is the home farm for Andy Hurley and his wife Anna and is now farmed by Andy and Jack. It is 480ha of lush, flat to rolling pastures, just north-east of Feilding, and is abundant enough in pasture to make any four legged herbivore grow. Back in the early '90s when Sam, Jack and sister Kate were growing up, there were many a day spent testing out whether ponies or motorbikes went fastest across the paddocks of Kotare.

Steers clear up

Angus cattle became involved in the very early days for the Hurleys, right back when the wintering of stock was done on the roadside between the East Coast and Papanui.

Steers were the chosen class, mostly due to their rugged ability to chew out the steep scrub-ridden hills and tidy up the native pastures.

Sam buys in around 1300 steers annually to run over Papanui and Ferndale, predominantly from long-standing buying relationships on the East Coast. Dan and James Griffen have been selling yearlings to the Hurleys for 50 years and Sam finds the steers (of mostly Kaharau and Rangatira genetics) grow out well.

"About 300 are bought in every year and come on in December as yearlings. These stay with us for a good couple of years, with the exception of the top end which are gone within 12 months," says Sam.

Around 1100 R2s make up the remainder of the cattle numbers, with this fluctuating as winter feed allows.

Today, as in the past, the cattle's main purpose on the stations





is still to clean up the pastures, so they follow the sheep around on a rotational system with the tops being drafted off at 500kg and shifted down country to the two finishing farms.

"It sounds old school but those R2s do the work of a cow. They start winter at the bottom of the hills and by lambing time they're right up on the tops and they've cleaned it right out," says Sam.

The 2020 spring was exceptional and saw big 600kg steers coming in straight off the hills.

"When I first came home to farming I was really keen to hone in on where our cattle were coming from and the genetics behind them, but unfortunately at some times of the year it gets really hard when we need to meet high buying numbers."

The feed on the hills is all native grasses, with break feeding ruled out due to the environmental damage it causes.

Winters are relatively kind, with the odd expected snowfall lasting only a few days. Papanui is the higher in altitude of the two stations, ranging from 320 above sea level (asl) up to 800asl. Ferndale averages around 400asl.

As the cattle come out of the hills in spring as an R3 they've got a solid frame on them and they can be easily pushed up to big weights.

"Some years we kill cattle straight off the hills but because we don't have the same access to high quality water and premium pastures that we do down on the flats, quite often the yields are a







ON FARM WITH ANGUS

bit behind. So we tend to focus on raising a good animal that's ready to be finished. They hit the finishing blocks absolutely hissing."

Once they're on Brooklands or Kotare for finishing it's all mostly clover based pasture and if the feed gets a bit soft they're fed baleage or a maize supplement to introduce more fibre into the diet. In winter time on the finishing blocks they're break fed triticale, oats or rape behind a wire.

"We really target the eating qualities with our Angus. We process through the Silver Fern Farms reserve programme so we've got to keep the pH low, make sure they're killed within a certain timeframe and we can't let them get too heavy. Angus as a breed have marketed themselves so well, especially with AngusPure. They have just left the other breeds in the dust."

All the steers grade as Ps and stock handling goes a long way towards keeping the pH down.

"We put a big focus on having laneways for moving stock and good shelter from the sun and weather is vital. Low stress stock handling is part of the overall management strategy for all four properties."

Horses for courses

Just like at the beginning, horses are still a big part of the working team and there are over 50 horses run on the two stations. Side by sides and quad bikes are used to get from A to B, but on the hills they just can't compete with a sure-footed station hack. They're all bred and broken in on farm by the shepherds (we'll cover them off shortly) and a stallion and his broodmares are also in residence.

"There are still a lot of people out there who are really keen on that horse and dog aspect of shepherding, so we take the whole process through, from handling all the foals often and then breaking them in as three year olds in the seasonal down time."

The 15-20 that are in work are all placed in a six week 'shoeing' rotation. This essentially means they come into work and are shod by a farrier for a six week period. Each shepherd has two horses in work, plus a spare. They're ridden out at 4am each day and work tirelessly until long after their dusty sweat dries in the hot afternoon sun.

"At the end of the shoeing the horses are re-shod if they're still in good nick, but more often than not they're turned out for



a well-earned break and a new set of horses will come into the working team."

That working team also consists of human staff, of course, though not as many as you might expect on a 40,400 stock unit operation.

Jonathan Smailes manages Brooklands solo and then down at Kotare they are a team of three: Andy Hurley, Jack Hurley and stock manager Brent Thomsen.

Papanui has stock manager Tom Daulton, two shepherds, Pete Waiti is the general hand and his partner Reena Bert is a marvellous cook for the boys. Then on Ferndale there's just Sam Hurley and stock manager Morris Prebble, as well as a cadet from Otiwhiti Land Based Training School. The school is just 15 minutes down the road from Ferndale and proves to be a valuable staffing resource.

"Every year we get a cadet graduate who spends 12 months here at Ferndale before we move them up to Papanui. Ferndale has good sized 80-100ha paddocks, which gives a young fella plenty of opportunities to throw a dog out and learn on the job a bit faster. We're bloody lucky to have Otiwhiti turning out well trained young staff in the area and we really support the programme as much as possible."

Where there's wool there's a way

Right, so I've covered most of it off now except the sheep. All 32,000 of them, plus 35,000 odd lambs... I found it hard to keep track of the numbers on this yarn, to be honest, but I'm almost certain it went something like this:

Papanui and Ferndale run 22,000 Romney ewes and 7,000 hoggets. Then another 1,000 ewes are held at Kotare and 2,000 camp at Brooklands.

The rams are Kelso and Sam just started buying from Forbes Cameron at Ngaputahi to get into more performance based rams.

"Forbes' rams aren't the biggest, fattest rams around but they've certainly got the performance behind them."

About 400 rams are used to cover the main mob and then home bred ram hoggets are put over the top 5,000 ewe hoggets.

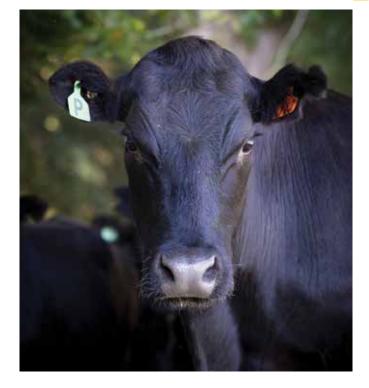
"We have an elite mob of 500 ewes that we put to a terminal Kelso ram. At scanning we select off the twins, which pulls the mob back to about 300. Then at docking the ram lambs are tagged and grown out to be used over the ewe hoggets. It's basically another 100 odd rams that we don't have to have running around the farm all year because once they've finished tupping they're grown out and finished for slaughter at Kotare."

The MA ewe docking stats sit at about 130-135 per cent, and with the hoggets at 80 per cent, that gives them around 35,000 tails to cut at docking and a heck of a lot of Silver Fern Farms lamb racks to be dished up around the country.

Lambing starts in August, with weaning in November. There are five weaning drafts before Christmas and another five after Christmas, with 7,000 ewe lambs kept as replacements. The rest are all processed through the Silver Fern Farms lamb programs.

"We like a fat lamb off mum to be 16-17kg (CW) and once they're off mum we finish them to 19-20kg (CW) within 80-90 days. The lambs are drip fed to the finishing farms throughout the season and are all killed from there."

Trade lambs are bought early in the season for Brooklands and Kotare to help control the feed quality before weaning starts and then once the home bred lambs are all off the hills, more trade lambs are purchased late in the season if feed allows.



With the sheep comes a lot of wool – 170 tonnes of the stuff. CP Wool takes it all and, as we all know, there's not a great deal of money in wool these days.

Enter Honest Wolf. Sam and Sophie did some brainstorming back in 2018 about how they could make use of their almost worthless wool clip and replace the soon-to-be-phased-out plastic shopping bag. The pair was determined to market their wool in an appealing, more profitable way.

Honest Wolf was established in 2020 and has evolved into a collection of felted wool and New Zealand leather products that are being snapped up by consumers faster than the shepherds grab their cold beer at the end of the day.

"We saw an opportunity to use our Papanui wool as an alternative to the plastic shopping bag. We got some prototypes made in India and we've now got a product range that includes wallets, bags and even dog collars," says Sophie.

The plan is to use the full Papanui Estate clip for Honest Wolf but they may need to expand the product range to achieve this goal. Perhaps the horses could all do with a new felted wool rug to keep them warm on chilly winter nights.



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Global lockdowns provide chance to lock-in changes in beef consumption



BY BLAKE HOLGATE, RABOBANK ANIMAL PROTEINS ANALYST

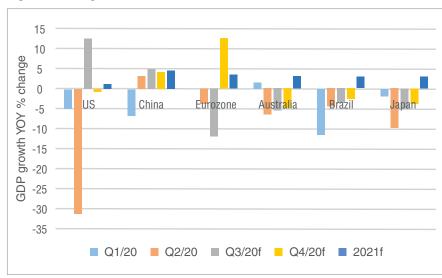
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The global Covid-19 pandemic and African swine fever (ASF) changed beef consumption patterns through 2020. Lockdown measures forced changes in dining habits, and increased eating at home. But we have also seen a faster rollout of other trends that have been given a kick start through the disruption. While total beef consumption has not seen too much change – it effectively mirrors production – we have seen distribution channels change. As the impacts of ASF are overcome and disruptions from Covid-19 subside, old distribution channels will recover. While it is likely that many consumers will revert to their previous habits, we still see opportunities for the New Zealand beef industry to hang on to new consumers and 'lock-in' new consumption habits.

Is consumer demand slowing?

Beef consumption generally matches production. But it is what the consumer is willing to pay for that volume of beef – that is the demand for beef – that makes a difference to profitability along the chain. Slower economic conditions usually result in lower beef prices to stimulate demand, and in some cases result in lower beef demand. However, what we saw in 2020 broke these patterns of the past. With economic growth figures now having been published, we can see that there was a severe contraction in many economies across the world in Q2 – China being the exception due to its more advanced status of Covid-19 (see Figure 1). In Q3, most countries saw an improvement although there was still negative growth. Motivated by government stimulus measures, the United States saw strong GDP growth, although not enough to offset previous contractions.

Under 'normal' conditions, a 1 per cent increase (decrease) in GDP per capita is generally associated with increasing (decreasing) beef demand by 1.45 per cent. However, the current situation is different. The large stimulus packages that have been used to support individuals and businesses have provided the consumer with higher income than would normally be associated with this type of economic slowdown. Together with reductions in some other expenses – less travel for example – this has supported disposable incomes and allowed demand for beef to remain strong despite slowing economic conditions. However, this situation is heavily reliant on government stimulus and, with many countries now starting to wind this back, we may yet experience the drop in demand usually associated with slower economic conditions.





Source: Rabobank 2020

Foodservice down, retail up

Covid-19 social distancing and lockdown measures have changed the face of foodservice. Across major countries, foodservice sales declined dramatically with the onset of Covid-19, and, after an initial rapid improvement, have been slow to recover, with most in Q4 2020 still 10 -20 per cent below the same period the previous year (see over page - Figure 2). On the other hand, retail sales have performed strongly as people have been forced to eat at home.

Rabobank forecasts indicate that there will be strong recovery in foodservice in 2021 for major countries (see over page - Figure 3). Bars and pubs and full-service restaurants will see large gains, recovering from the large losses they experienced in 2020. Limited service and quick

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Changes to beef demand in China have come more from the impacts of ASF than from Covid-19, but both drivers are important. As pork supplies have declined in China, the price spread between beef and pork has narrowed, making beef a more attractive purchase. The slowdown and closure of restaurants and street food vendors has forced more in-home consumption, and that has accelerated the use and skill sets for Chinese consumers to prepare beef at home. Rapid growth in supermarket and online shopping in China during the pandemic has made safe, quality beef more accessible, which has also contributed to increased home use. It is our view that the combined drivers will continue to see increased consumption of beef as the home cooking market is unlocked, even though pork availability will improve.

United States

China

Beef demand in the United States during 2020 has been exceptional. Restaurant sales have been mixed though. Sales at Quick Service Restaurants through mid-day and evenings have been robust because of the convenience and security of drive-through traffic. McDonald's reported that sales at United States stores were up 4.6 per cent for Q3, YOY. Before the pandemic, meals away from home were estimated to represent 51 per cent of the total spend on food. With casual and fine dining sales down by 20-30 per cent, due to limited seating rules, the transition to increased retail sales and home consumption has been exceptional. Grilling and outdoor dining certainly supported consumption through the United States summer. In addition, as consumers spend less on other activities, they have increased disposable income. Some consumers have

> used this extra income to eat better at home, which has helped beef sales. Expectations are for beef consumption to normalise once Covid-19 conditions ease.

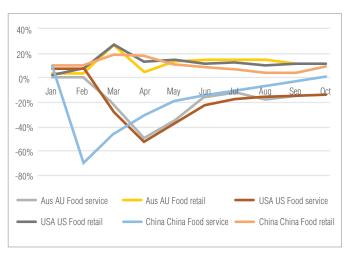
New Zealand well positioned for opportunities

Consumer habits are hard to break and we believe with the restoration of foodservice trade, the ship will right itself again. However, new retail options for beef in Asia and online trade in China, the United States, and other markets, are expected to grow. The opportunity is there now for New Zealand to proactively position itself to tap into these changing beef consumption trends, and retain these new customers.

Changing patterns of beef consumption

Across different countries we have seen slightly different beef consumption responses to the Covid-19 pandemic. Some of the clearest changes have been experienced in New Zealand's two major beef markets, China and the United States, with different drivers in each country. The article above includes excerpts from the Rabobank report – Beef Quarterly Q4 2020: Changed Beef Consumption Habits Following Covid-19 Create Opportunities, authored by the RaboResearch Global Animal Protein Sector Team. If you would like to obtain a copy of the full report, please contact Rabobank on 0800 500 933

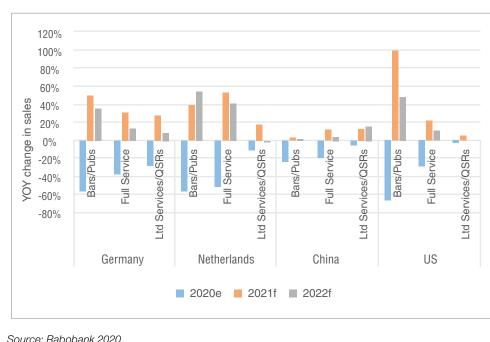
Figure 2: Foodservice and retail food sales growth



Source: ABS, US census department, China National Bureau of Statistics, Rabobank

service restaurants growth in 2021 will be more tempered, but they did not see the same contraction through 2020. It should be noted that despite these large increases, the value of sales in 2021 and even – in most cases – in 2022 will still not exceed the value of sales in 2019. While the increased retail sales will offset – to some degree – the drop in foodservice sales from a volume perspective, it will come at a cost in value terms, with reduced sales of higher price point products.

Figure 3: Forecast YOY change in sales, 2020-2022







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'STEP BOLDLY, TREAD LIGHTLY, NEVER SAY CAN'T'

Beef + Lamb New Zealand Genetics launches industrychanging beef programme

Beef + Lamb New Zealand Genetics is launching a futurefocused beef programme designed to generate more income for beef producers and the economy while protecting the environment.

Dan Brier, B+LNZ Genetics' general manager (right), says modelling has shown that through this programme, farmers can increase the beef industry's income by \$460 million while improving the environmental and

social outcomes for their farms and communities.

The programme, which builds on previous work by B+LNZ Genetics such as the Beef Progeny Test, is the industry's response to increasing demand for high quality food produced with a lower environmental footprint.

Dan says with the right science and tools, farmers will be able to produce great tasting meat with a good environmental story while maintaining and improving their production efficiencies.

"Our meat companies are already moving in this direction, with several introducing quality grading systems and working under the Taste Pure Nature initiative to target the 'conscious foodie' consumer."

AbacusBio consultant Jason Archer will be providing the science lead on the programme while Matias Kinzurik from B+LNZ Genetics will be the overall manager.

The programme incorporates four areas of work which start with the development of New Zealand-centric breeding objectives. Dan says these will be focused on this country's pasture-based system where cows play a dual role of supporting sheep production while producing a high-quality product.

A data measurement and collection system will be developed to collect phenotypic and genotypic data and a new Beef Progeny Test, using Angus, Hereford and Simmental genetics, will identify



the performance of the agreed-on traits linking with international beef and dairy beef genetics.

"The Beef Progeny Test will be underway this mating season, having secured a farm and identified bulls to create linkages to international datasets and previous progeny tests. Time is of the essence when dealing with biological systems so we took the opportunity to get started to ensure we have calves on the ground next year."

The fourth area of work is the use of next generation commercial genomic tools to support stud and commercial operations. Commercial farmers, who are performance recording, will be used to ground-truth these tools and provide broader-based performance data and feedback.

Dan says B+LNZ Genetics will use their experience of building a genetic engine for sheep to build a similar engine for beef, combining phenotypic, genotypic and genomic data to calculate breeding values for agreed traits.

Ultimately, under the beef programme, B+LNZ Genetics plans to extend nProve genetics systems to include stud cattle. This would give commercial users the ability to quickly and easily source the right genetics for their environment and farm system.

"The final and arguably most important part of the beef programme is industry uptake and we will bring a laser-like focus to this challenge, ensuring we are transferring knowledge to commercial farmers and making cutting-edge tools and resources available to the beef industry."

The New Zealand beef industry is made up of 25,000 farmers and 3.6 million beef cattle. Of these 3.6 million cattle, one million are breeding cows which combine with the dairy herd to produce 1.4 million animals for processing annually.

Beef exports total \$4.2 billion.





Jason Archer

AbacusBio consultant Jason Archer is the science lead for the beef programme and says the industry cannot get caught in the commodity trap.

"We need to improve eating quality under our farming systems and capitalise on our strengths as a 'natural' producer."

He says having great eating quality is essential to underpin the

branding of New Zealand naturally produced beef.

"If the beef doesn't eat well, there will be no repeat buyers."

The beef programme is about making sure the industry can produce consistently good beef, beginning with the breeding cow in the context of her role in New Zealand's farming systems.

Part of Jason's brief is to support the B+LNZ Genetics team with industry interaction and strategy, the design of trials and activities, the development of breeding objectives and the calculation of breeding values.

He says there is an intention to create an evaluation system for New Zealand breeders, but this is intended to provide them with options; an alternative to the Australian breed evaluations that are commonly used.

But one of the main purposes of the beef programme is to create a data and information platform that can be accessed by everyone from bull breeders through to commercial farmers. The evaluation system is a likely outcome of this.

"It's about providing an ecosystem that will help breeders, either individually, in small groups or as a society, innovate and interact."

This innovation might be the identification of a specific trait of interest, and the system should allow breeders to pursue that trait. "It's enhancing people's ability to do new things and that's really

important," says Jason. The programme will build upon the findings of Beef + Lamb

Genetics's Beef Progeny Test that showed basic measurements can be done effectively within herds without much extra effort.

Jason says they would like to encourage more commercial producers to collect data for traits such as carcass quality and maternal performance.

"I see an opportunity for bull breeders to work with some of their

best clients, and encourage them to get into a level of commercial recording which would then provide information on the genetics of their herds. This information can be shared back with the bull breeders to help improve the next generation of cattle."

This would enhance genomic predictors as they would be based on data from commercial production systems, and would provide a situation where herds became more integrated.

It also creates an opportunity for Angus breeders to foster client loyalty and create even closer associations between themselves and their clients.

"It's taking what we've learnt from the Beef Progeny Test, and making it more widely available and encouraging more people to be part of it."

He says there are a lot of people within the industry who are passionate about genetics, without the desire to become a bull breeder.

"This programme provides the opportunity for these people to become involved, improve their own herds and contribute to the industry.

"It will help identify what genetics are working in New Zealand's cow herds – but we also can't ignore that eating quality," says Jason.

With incentives such as Silver Fern Farms' Beef EQ grade and Alliance's Handpicked Beef there is already a lot happening to address the issue of inconsistent eating quality.

New Zealand-specific breeding objectives reflecting the different roles cattle play in the New Zealand farming system and in different market scenarios will be another outcome of the beef programme.

"Are there new traits we need to bring on-board? The priority could, for example, be around greenhouse gas production and production efficiencies."

This would also allow for the development of an index, essentially creating an economic model of a New Zealand beef system and determining the relative contribution productive traits make to that system.

"It's incorporating economics and the right productive traits for a New Zealand system."

Matias Kinzurik

Matias Kinzurik is the beef programme manager, charged with coordinating different parts of the programme and liaising with research providers, stakeholders and the government.

He says their initial priorities are determining which traits are meaningful in the New Zealand cattle industry, establishing a standardised measuring system for these traits, doing the



Matias Kinzurik is the beef programme manager.

measurements on the national herd (incorporating commercial and stud operations) and creating software through which the collected data can be turned into tools such as Breeding Values and an evaluation scheme.

The final priority is communicating with the industry and encouraging participants to champion the programme and get others to contribute. "The more data points we can collect the better the outcome," says Matias.

Last December, the first mating got underway with a cross between pure Angus and pure Hereford cattle. This is a common cross but there are no actual scientific measurements to determine the degree of hybrid vigour generated from the cross or to compare the progeny's performance with purebreds farmed within the same system. Simmental will also be included in the cross breeding programme in the near future.

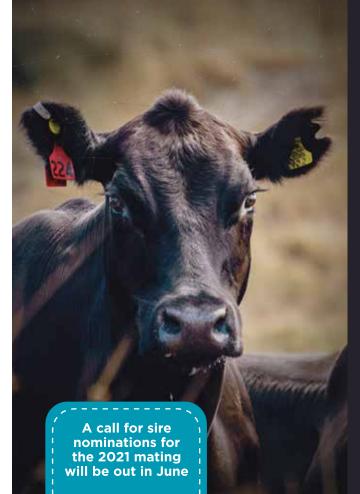
"The ultimate is to create value for New Zealand beef producers. The way cattle are farmed here in our grass systems is quite unique."

Anna Boyd

Anna Boyd is B+LNZ's Genetics operations specialist-beef and she will be at the coal-face of the beef programme, overseeing all the on-farm work and data collection. She will also be the point of contact for stud and commercial beef breeders and will be driving the extension work associated with the programme.







The future's in the genes

This year, we're excited to roll-out a new beef programme. It builds on previous research and involves the creation of a new Beef Progeny Test in response to an increasing demand for high quality food, produced with a lower environmental footprint.

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+11.7	+6.8	-8.2	+2.4	+42	+79	+102	+98	+15
SS	DTC	CWT	EMA	RIB	RUMP	RBY	IMF	
+4.0	-5.2	+52	+5.9	+2.4	+0.9	+0.3	+1.1	

Complemented By Top Bulls



	DIR	DTRS	GL	BWT	200	400	600	MWT	MILK
TACE	+4.6	0.0	-3.7	+4.3	+35	+70	+91	+67	+12
EBVs	SS	DTC	CWT	EMA	RIB	RUMP	RBY	IMF	
	+2.2	-3.6	+35	+4.2	+1.1	+3.2	-0.3	+0.6	



	DIR	DTRS	GL	BWT	200	400	600	MWT	MILK
TACE	+10.2	+3.2	-6.1	+2.6	+42	+87	+119	+104	+24
EBVs	SS	DTC	CWT	EMA	RIB	RUMP	RBY	IMF	
	+3.8	-3.8	+53	+2.6	-0.6	+1.5	-0.8	+2.0	

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Aged beef products PURE GOLD FOR ALLIANCE

Alliance Group's drive to strengthen its performance in beef has seen the co-operative build a strongly-differentiated premium product portfolio, with the launch of two premium beef programmes for shareholders under the award-winning Pure South Handpicked Beef brand.

The first product launched was the Pure South Handpicked 55 Day Aged Beef range, which undergoes an extensive wet-ageing process, the second the Pure South Handpicked Antibiotic Free range.

Both Pure South Handpicked Beef supply programmes are breed agnostic. Specially trained accredited assessors select against highly defined market-driven eating quality criteria, from the very best prime cattle from across New Zealand.

Alliance Group General Manager of Livestock and Shareholder Services Danny Hailes says the co-operative is focused on connecting farmers to global markets, in order to deliver stronger returns back to them.

"We are building a differentiated premium portfolio, providing our farmers with a supply programme that optimises the quality of livestock and reflects the needs of our customers and markets and rewards farmers for it.

"These programme are a further step in our strategy to capture more market value for our farmer shareholders and suppliers – to provide our farmers with higher prices for producing the finest beef and provide our customers with the confidence they will enjoy a quality eating experience each and every time."

The Pure South Handpicked 55 Day Aged Beef range was the culmination of a three-year research and development programme, including extensive trials with chefs and premium restaurants.

This product has achieved gold medals for two consecutive years at the World Steak Challenge and is in high demand in the premium food service sector. With unprecedented demand forecasts for this product, customers are being encouraged to place indent orders to ensure uninterrupted supply.

"Many chefs buy beef and age the product in the vacuum bag

themselves for several weeks, often with varying degrees of success," says Mr Hailes.

"Alliance ages the beef for them, in the optimum conditions, in vacuum sealed bags in an equilibration chiller , to create succulence, tenderness and flavour. This means it can be delivered with a tight specification for a guaranteed high-quality eating experience."



Danny Hailes

The focus of Alliance's Pure

South Handpicked supply programmes is on linking farmers to the needs of consumers, through a series of quantifiable criteria that have been informed by market insights.

"Increasingly, discerning consumers around the world are willing to pay a price premium for our red meat products," says Mr Hailes.

"They want attributes guaranteed by a New Zealand brand they can trust and proof of origin systems that deliver transparency in the food chain.

"Our consumers are also ever more interested in knowing where their food has come from and that it's been produced safely, with care and in a sustainable way.

"We are focused on successfully building a premium branded portfolio linking our customer product offers directly with our livestock supply programmes and creating market-based relationships from farmer to consumer."

All stock participating in the Pure South Handpicked supply programme must be Farm Assured, NAIT tagged and meet Alliance's special raising claims programme, which includes being raised without antibiotics – including raw milk powder used in calf feed.

Alliance uses an internationally-recognised assessment system

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KAHARAU ANGUS

Apart from the special raising claims, the qualification criteria for the Pure South Handpicked Beef programmes is as follows:

Tier 1 Beef programme

Carcasses must achieve a marbling score of 2 plus, have a fat and meat colour of up to 4 and pH less than or equal to 5.7 and be grass-fed and antibiotic free.

Tier 2 Beef programme

Carcasses must have a four-plus marbling score. The case weight band, fat and meat colour and pH value is consistent across both tiers.

Farmers supplying to the programme are provided with feedback, a supplementary table showing the carcass attribute scores for each animal, which is made available within seven days after processing.

The approach is resonating strongly with farmers.

West Otago farmer Lloyd Brenssell, who supplies his Angus cattle to Handpicked, said the programmes were 'reigniting' the beef side of Alliance's business.

"They are giving customers what they require – the very best," he says. "As producers, we should not be just hunting for the next dollar. That is not covering yourself for the future. We have to make sure we are producing the very best product we can. We need to be leading the world, and with products like this, we can be.

"My job is producing the best and Alliance is processing it in the very best way. From the conversations I have had with them, I am confident that this product is going to be consistent within the Handpicked standard. With product of that quality, customers will keep coming back for more."

PURE SOUTH"

Handpicked





TIER 1 Pure South HANDPICKED Beef

Grass fed

range

2+ marbling Fat colour up to 4

+ NAIT tagged

Farm assured

+ Meat colour up to 4 + pH ≤ 5.7

Prime steer or heifers which are hormone-free and raised without

milk powder used in calf feed)

P1, P2, T1 and T2 grades only

Within the 270.1kg-370kg weight

antibiotics (including raw

Pure South HANDPICKED 55 Day Aged Beef

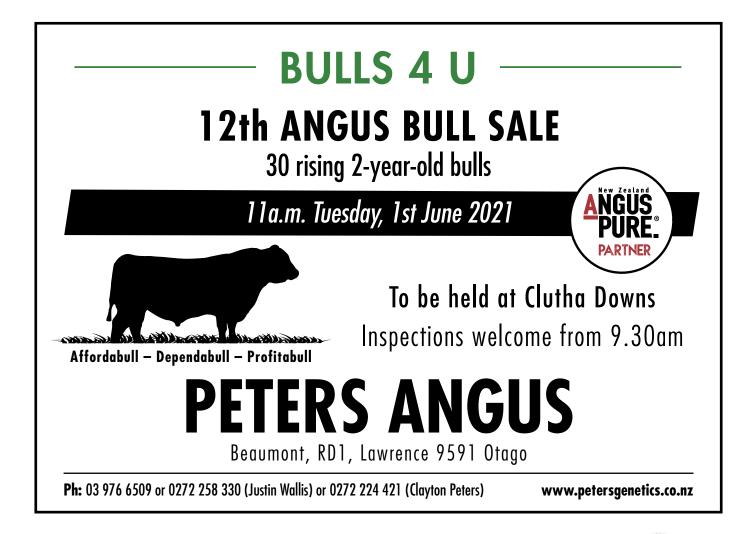
- An additional premium will be paid for any animals supplied under the contract, which when graded, are found to qualify for our HANDPICKED 55 Day Aged Beef.
- This requires a 4+ marbling score alongside the specifications needed for HANDPICKED Beef.

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DNA TECHNOLOGY transforms artificial BREEDING PROGRAMME

STORY AND PHOTOS BY KAREN TREBILCOCK

Angus New Zealand 2021

The science of DNA is firmly at the forefront of Peters Genetics. Clayton, the son of Karen and the late Trevor Peters, who founded the Angus cattle stud in Otago in 2008, and stud manager Justin Wallis, are using DNA testing for selecting sires, checking progeny and making sure inbreeding does not interfere with their plans.

For two weekends in late November and early December all of the stud's yearlings, first, second and third calvers were inseminated, their heats synchronised using CIDRs (Controlled Internal Drug Release). Yearlings were done first, so they would have longer to recover from calving before mating again the following season, with the rest of the cows the weekend after.

The 260 animals, all except the yearlings still with calves at foot, were put through the yards with Xcell Breeding Services from Rangiora in charge. They had earlier inserted the intravaginal CIDRs which steadily deliver the natural hormone progesterone into the animal's bloodstream suppressing heats until they were removed.

A couple of days later all of the animals were cycling and ready to be inseminated. In a bank of liquid nitrogen at minus 195degC, straws from five top United States Angus bulls were ready.

Clayton and Justin had picked the five on their genomics, looking for traits of easy calving birth weights, high carcass yields, marbling and eye muscle – all traits they know the buyers of their stud stock want. The American bulls also have genetics for short gestation at minus four to five days meaning the calves will be born on average two days earlier than normal.

Peters Genetics has used Canadian and Australian genetics as well in the past but have switched their focus to solely genomically selected American bulls, bringing to New Zealand their most desirable traits.

"There is just the numbers of cattle over there. You can maximise the genepool. It's like smorgasbord shopping," says Clayton.



Dunedin-based agritech company AbacusBio checked the genetics and made sure there would be no inbreeding.

"An Angus bull will only have so many progeny in its lifetime with natural matings, but by using genomic testing you can see its potential, even before it has progeny. And then by using AI, it can have thousands of progeny and they can all be tested."

The American semen cost them about \$25,000 – less than, as Clayton pointed out, the cost of a bull.

"We're really looking forward to calving, to see what these new calves will look like," says Justin.

As well, Xcell collected semen from one of their bulls to use the same day, checking it under a microscope for mobility first. More than 50 per cent of the cattle will hold to the artificial insemination,

ON FARM WITH ANGUS

"AN ANGUS BULL WILL ONLY HAVE SO MANY PROGENY IN ITS LIFETIME WITH NATURAL MATINGS, BUT BY USING GENOMIC TESTING YOU CAN SEE ITS POTENTIAL, EVEN BEFORE IT HAS PROGENY. AND THEN BY USING AI, IT CAN HAVE THOUSANDS OF PROGENY AND THEY CAN ALL BE TESTED."

Clayton Peters and Justin Wallis above the Clutha River, which forms one of the boundaries of the steep Clutha Downs 1,617ha property.

depending on their body condition, the skill of the technician and how well the CIDR has done its job. And Clayton and Justin have the bull power ready for when the cows which haven't held all come on again in 21 days' time.

"We've got one bull to 10 running with them but we'll be watching how much activity there is and if the bulls aren't handling it we'll put more in," says Justin.

They'll be ready for calving too, when most of the herd will calve in the first week.

"Hopefully the weather will be kind for it, not like the spring we've just had," says Clayton.

After a mild winter with only a few skiffs of snow, early October saw a heavy dump in Southland and Otago, right in the middle of calving and lambing.

"It was gone in a couple of days but it drifted. The wind was really bad and the gullies all filled up."

The stud calving cows were right in the thick of it proving how tough they were. For the first time they were calving on the steep slopes of Clutha Downs which borders the Clutha River at 40m above sea level and climbing to hill tops at 350m. Previously the cattle calved on the flats so they could be checked daily with new calves tagged up straight away to identify parentage. However, this time they were let loose on the tops and unshepherded with parentage proved through a tissue sample taken from their ear once they were yarded at the end of calving in December.

"We could do it earlier but in December we can use the tissue sample for a BVD (Bovine Viral Diarrhoea) test as well," says Justin. "It saves us having to do a blood test later." The DNA testing accurately confirms parentage and also identifies twins and so possible freemartins.

"We're using the technology available to make better decisions," says Justin. "Genomically, our cattle are just going to get better and better."

With calf weights not able to be taken at birth, early pregnancy scanning within 100 days of mating accurately identifies the calving dates so weights can be calculated.

"We've still got the first calvers on the flats and we keep a close eye on them and weigh their calves at birth," says Justin. "It gives us the confidence that we've got everything right."

Muscle scanning of the year's crop of bulls is done by ultrasound in the yards in February with the heifers done the following month to make sure the potential of the genetics is being reached.

It's the toughness of the Angus breed that Clayton and his family are passionate about and why they have turned to American genetics.

"It's a lot colder over there; a lot harder winters. If these bulls can survive it over there they will find this place easy.

"An Angus cow will always go to the top of the hill. They'll look for feed anywhere. Other cattle you have to push up to the top. An Angus will go up on her own."

The family also like the breed's temperament and Justin and Clayton work hard to make sure there are no toey animals in the stud.

"A bull is always a bull but they're shifted every two days when they're young so they get really used to people. Anything that does cause problems is gone and so is its mother."



Peters Genetics is a family-owned business with seven farms in Southland, West and Central Otago running 62,000 stock units made up of Peters Romneys, Hot Shot Terminals, commercial ewes, commercial cows, Peters Angus and deer.

Clayton and his wife Jeanette own 1050ha Spylaw Farms at Dunrobin running 12,250 stock units of stud and commercial Romney ewes as well as cattle. His brother Morgan and wife Megan own 1,300ha Bullock Range at Moa Flat with 11,000 stock units with stud and commercial flocks and commercial Angus cows and heifers.

It is the Romney sheep stud that Peters Genetics was first known for and the family have had stud ram sales for more than 50 years. Their interest in Angus cattle was sparked by Clayton's sister Justine. The farms had always run coloured herds of beef cattle, everything from Hereford to Charolais and all the crosses in between, but when Justine went to work at a North Island Angus farm, the pure-bred black cattle caught her dad Trevor's eye.

In 2009, Peters Genetics held their first auction of Angus bulls and have done so every May since.

"Initially we were looking at the dairy industry. It was booming at the time and dairy farmers wanted easy calving beef bulls to put over their cows after they'd finished with AI and that was Angus," says Clayton. "But now we're firmly focused on supplying the best bulls to beef farmers. That's what we're known for."

Justine now farms sheep and beef with her husband Don McLachlan near Gisborne.

Auctions were always at Peters Genetics Teviot Valley Station where Trevor and Karen lived and the stud was kept, but the sale of the land a couple of years ago meant a shift to Clutha Downs near Beaumont. It's the farm where Clayton, Morgan and Justine grew up and learnt to muster sheep, look after cattle and to hunt for deer and pigs.

Located on the no-exit Chinaman Flat Road, named after the large community of Chinese miners who lived there in the 1860s and searched the Clutha River for gold, the land was bought by Trevor and Karen in 1989. When it was sold a few years later for further hydro development on the Clutha River, the family leased it back but have now rebought it as the plans for the dam which would have flooded the farm have been shelved by Contact Energy. With the stud safely at Clutha Downs, the family was still deciding where on the farm to hold the R2 bull auction when Covid hit. They went online, using the bidding platform bidr instead. A video was made showing each sale bull and added to the stud's website. Family, staff and friends gathered at Justin's house on the farm to watch the online auction and 15 of the 22 R2s were sold online and the rest shortly afterwards.

"Everything finally did sell which was great but we missed the interaction with people, the face-to-face," says Clayton. "The auctioneer usually spins a few yarns and gets people going and people can see the faces of who they're bidding against. That's what everyone lost when it went online."

The aim for 2021 is no Covid and 50 R2 bulls in the sale catalogue.

With Clutha Downs in family ownership again, it's undergoing a re-grassing programme.

"The older pastures are still looking great but we're winter cropping them progressively with swedes the first year and then chou and then back into new grasses."

Fertiliser is spread by plane on the steep slopes and seed by helicopter which has greater accuracy.

Native bush is fenced off as is the Clutha River and Justin keeps some of the stud's larger bulls in the paddocks by the river, especially where his favourite fishing spots are.



Trevor Peters passed away in January 2021 at the age of 69, after a battle with blood cancer. He will be dearly missed by the Angus family.

with gravy beef in a red wine sauce

A NEVER FAIL WINTER WARMER THAT'S SURE TO IMPRESS.

Prep: 10 mins | Cook: 2 hours | Serves 4

Ingredients

- 800g Angus gravy beef
- 800g gnocchi
- 1 carrot, diced
- 2 celery sticks, diced
- 1 onion, diced
- 1 teaspoon white flour
- 1 tablespoon tomato paste
- 200 ml red wine
- 300 ml beef stock
- 2 bay leaves
- 1 tablespoon oregano
- salt and pepper

Method

Heat the olive oil in a frypan and brown all vegetables; sprinkle with flour and stir to dissolve and then set aside.

Cut the gravy beef into 3 cm squares and season with salt and pepper; brown in batches in the same pan after adding some more oil.

Add the tomato paste, oregano, vegetables, wine and stock. Reduce heat to low, cover the pan and simmer for 2 hours on a low heat.

Adjust seasoning and serve with gnocchi.

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VIEWPOINT

Essentially, world class...





Silver linings. They're everywhere, right? As the Covid-19 pandemic tightens its firm grip on the globe, I'm sitting here in little old New Zealand, writing this piece as we all enjoy the freedom that we've come to appreciate and respect. As our team of 4.9 million worked together to – quite literally - divide and conquer, the upheaval and distress our comrades overseas continue to experience has never been far from our minds.

For the majority of farming folk in New Zealand, life as usual hasn't flinched much; they just put their heads down and got on with it. Having to deal with a softened lamb schedule on the year prior and unable to get supplies in from overseas, as a direct result of the pandemic, on top of complying with tightening environmental and water restrictions put in place by national and local government, would leave any other industry flummoxed. These aren't six-week-long restrictions. They all have enduring consequences that have required rapid reactions.

Farmers have had to think on their toes, draw on their innovativeness and efficiency foundations and find the silver lining. Ask many of them and they say they've had worse. And they've adapted and survived. Unique as we are, we're a country of problem solvers and this has afforded an opportunity to once again demonstrate that we are leaders in red meat production.

For once, mainstream media shone a good light on farming. All it took was a global virus to show the public that when the going gets tough, the farmers get going. Animal products are the economy of New Zealand, and that was duly realised when the hospitality and tourism industries went on standby.

It's hard to believe that even in our own country we have a proportion of our population that despises its own backbone. They're not shy about it, either. With red meat in the upper price bracket on the supermarket shelf, perhaps it's unaffordable for some to regularly experience the products we pride ourselves on, therefore allowing themselves some kind of right to pick on something that doesn't directly affect them, or so they think.

It's a little disheartening when the rest of the world thinks we're onto something, yet domestically more could be done to educate the public around why New Zealand beef is a premium protein product. So it was nice to have the cooker turned down for a short period where the farmers amongst us were recognised, not only as essential, but crucial, to keep the country moving.

With health at the forefront of mind, how our food is produced and where it comes from has never been so important. What is the country of origin? Is it antibiotic free? What did it eat and how did it live? Those with the means to choose are demanding better standards as they become more aware of what they're putting into their bodies. It's an element they have control over when other factors in their lives seem out of their control. On top of all that, if they're going to all that trouble sourcing the best nutrition for themselves, it had better be a good eating experience, too. Enter, New Zealand.

Mass produced have become dirty words. Conscious consumers don't want their animal protein built in a factory. They want the livestock free and happy, frolicking in the paddock with their mates eating grass, but also not drinking from the river or standing around in mud. They also don't want it to be too expensive, taste consistently good, and for the animal to never have experienced pain. That's a lot of boxes to tick, but most of them we do naturally through how we farm anyway. For the ones that need improving, there are choices and tweaks farmers can implement over time. Informed genetic selection, improved infrastructure and updated animal welfare policies are being actioned now, but they all come at a cost.

Are consumers prepared to pay for their own demands? That's yet to be determined on a large scale, as marketing off the back of such developments would require a higher degree of full compliance, and we're still early days in the environmental and animal welfare rule changes.

As we chip away, however, there's another silver lining at play. Sure, there's modifications to farming policies that need to be made that have been labelled impractical and just outright ill-advised, but there's no getting away from it. In their best interest, farmers can endeavour to consult and advise governing bodies on the realities of farming and the threat that some changes may make to operational productivity, but ultimately, it's the consumers holding the puppet strings.

The fear is that this is just the beginning. The inevitable option is for farmers to put their heads down and get on with it, as standard. The agricultural industry's innovative and efficient foundations will be put into overdrive as it seeks avenues to supply the increased demand for our products while navigating a new era in farming practices. Farmers will have to evolve and work with them.

The more consumers pull the strings, the more we will have to adapt, and not just survive but thrive. As an example, the livestock = methane topic has and is producing some of our most interesting scientific work yet. Trials in the genetics, fodder cultivars and animal supplement spaces has proven that if there is a problem to

VIEWPOINT

be solved to protect our industry, we'll put our thinking caps on to provide options to suit most operations in the future. Pro-action, as opposed to reaction, will drive new thinking and resilience before issues become just that, allowing us to lead the way in advances. This may, just quietly, make us better farmers. This may just demonstrate to the world, yet again, that we are leaders in sustainable red meat production.

We have an advantage. 2020 proved that. Down here in this little nook on planet Earth, the isolation that so often gets the blame for New Zealand's lack of progress or being out of touch, has proved itself to be truly splendid. This is one of those murky times as we battle through the unknown. Where we will be in a year is anyone's guess, but I'm sure we're all hoping for the world to tilt back on its axis to take off from where we left it.

We are at the mercy of export markets, so at a time when those markets are facing recession and uncertainty, it is key for New Zealand's farmers to improve on the status quo, and secure our international consumer base. It's up to us to take hold of the opportunities the 'new normal' will present, to try and find the silver linings amongst it all, whether it be for your generation or the next.

For the most part here, life is back to normal. As much as we like to whinge about the suits in Wellington, they've done us a solid on this one. All it took was a bit of teamwork, compliance and determination to show the world how it's done. It's a bit like how we now raise our beef. Our farmers are still out there, feeding the world, one humanely raised, efficiently produced, delicious steak at a time. They don't know how lucky they are, mate.



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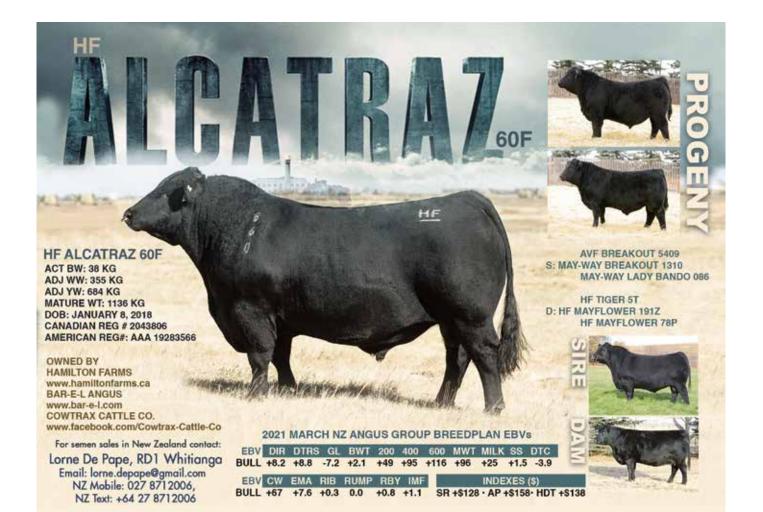
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WI PERE TRUST living up to legacy for SUCCESS

STORY BY CHEYENNE NICHOLSON AND PHOTOS BY LOUISE SAVAGE



Tim Rhodes' love of the land is immediately apparent. The Wi Pere Trust general manager for agribusiness has seen the Trust's farms through the ever-evolving nature of business, farming and technology for 17 years.

A lot of thought, learning and care have gone into improving and advancing all areas of the farming business while preserving the deep history that comes with the land. One of Wi Pere Trust's main focus points has been on the genetics of its Angus-based herd, which Tim says has held the farms in good stead as suppliers for the Pure South Handpicked programme. It's a pretty big job, but there's no place Tim would rather be.

Wi Pere Trust was founded in 1899. Wi Pere himself was described as a 'man ahead of his time'. He was a Maori member of parliament, a solider, Maori Land Court conductor, legislator, historian and entrepreneur. The trust emerged during a time of transition in New Zealand, and it has been said that it was only due to the united focus and determination of Wi and his whanau to preserve the ancestral lands they owned that his descendants are fortunate to still own them today.

Today, Wi Pere is a business hub. Agribusiness, horticulture, forestry and a quarry cover thousands of hectares owned by the trust. The agribusiness sector alone is home to 5,000ha of land with around 60,000 stock units split into three farms in the Gisborne region.



A pretty big job

The three farms making up the agribusiness unit are Tangihanga, Wi Pere Finishing Farm and Otara Station. With a mix of sheep and beef, each has a dedicated purpose, yet all work together towards achieving overarching business and farming goals.

The Wi Pere Finishing Farm is around 870ha of easy finishing country complete with 180ha of irrigation and finishes lambs bred on the other two farms. The farm also trades lambs and bulls, as the seasons permit, with up to 150ha put into cash crop each year.

Tangihanga is 1450ha of easy hill country, home to a terminal ewe flock and cattle finishing system. Around 300 steers and 300 heifers are finished each year here alongside the 160 breeding cows.

Otara is the main breeding farm. Its 2573ha of mixed hill and flat country houses the maternal ewe flock which breeds replacements for Tangihanga.

"Each farm has its own set of strengths, really, and they all work in together nicely," says Tim. "Effectively, we have two breeding farms which feed into a finishing farm. Otara has a nice mix of hill country and flat land, Tangihanga has nice gentle rolling pumice country, which is good for wintering, and the finishing farm has some excellent flats."

Being on the east coast, one the major challenges that face all three farms is drought. Over the years a strategy has evolved for tackling this head-on: Go hard, and go early. A multi-tier drought strategy means a reasonably large supplementary feed inventory is maintained to cover the breeding cows and to cover any trading cattle that might be on the farm.

"We make buying and selling decisions within the trading component of the business. We trade close to 1600 cattle a year, up to 2000 in a good year and anywhere from 10,000-15,000 lambs, so we have a lot of buffer and a few safety valves. We've learnt you have to go early and go harder than what you think each time."

Outside of a drought, the farms are well-positioned to cope with any major challenges that come their way. A lot of this is down to the development that's been done over the years, and Tim says it's one of the biggest strengths of all the farms. What were once traditional extensive stations are now fairly intensive farms. Part of this evolution has been in the form of subdividing more paddocks, putting in water reticulation and irrigation on suitable land. This has opened to door to some big gains across multiple parts of the business, in particular, stock performance.

"We went from having 70 per cent calving rate to consistently 90 per cent. This, along with our breeding programme for both sheep and cattle, has really taken us to the next level."

Of course, none of this could be possible without the 16-strong team that manage and work the three farms. Having a solid team and a positive team culture is what makes everything tick, and it's an area that Tim has put a lot of focus on getting right over the years.

"What we expect of our staff now has changed a lot as the business has grown and developed. Back in the day, it was about if you could ride a horse and had a few dogs. Now we really focus on having formal training, and we will run tailored sessions and bring in the right people to run those for us.

"It's important to teach clear principals so that, if staff move on, they can take those principals and apply them anywhere."

THE FARM ALSO TRADES LAMBS AND BULLS, AS THE SEASONS PERMIT, WITH UP TO 150HA PUT INTO CASH CROP EACH YEAR.

The Angus advantage

Tim can scarcely remember a time when the hills have been home to anything other than a majority of Angus cattle. Their hardiness, 'can-do' attitudes and good earnings make them a winner on the Wi Pere farms, and the quality of the herd speaks for itself through its achievements.

In the early days of Tim's career on Wi Pere, the farms focused heavily on selling store steers, for which there was a premium for Angus or Angus-crosses. Once introduced, they never left.

"When we got into finishing, which really started to kick things along for us, we started buying bulls from Forbes Cameron of Ngaputahi Station. He's done some good work around carcass quality and marbling which is holding us in good stead now that we are part of the Alliance Handpicked programme."

The Cameron family have had many successes in their farming career and their quality genetics speak for themselves with their 2015 win of the Beef + Lamb NZ Steak of Origin grand final and providing genetics that are popular throughout the country.

"What I like about Ngaputahi cattle is that they are farmed in a commercial environment, harder than what we farm our cattle, so if they can perform there, they will perform with us. We can go through a drought, and they bounce back really fast."

Selecting the right genetics to insert into the herd is important to maintain and improve quality in the herd so that they are consistently producing animals that are meeting and exceeding market expectations. With the help of consultant Jamie Gordon, who Tim says has helped give him and the wider team a better understanding of genetics, they have a set range for different EBVs that they focus on. Top of the list is EMA, rib and rump, fats, birthweights and 600/400-day growth rates.

Come sale time, armed with the Ngaputahi Station catalogue, Tim sits down and highlights bulls that have EBVs within the range he's after. On sale day, he goes and checks those bulls for phenotype and temperament.

"When we're looking at them we're looking at phenotype: making sure their feet are right, general structure is there, and they look the part. We wouldn't select a bull purely on phenotype or genotype; it's a combination of both."

By focusing on breeding a moderate-sized cow that will have a calf every year, that also has a sound structure, moderate birth weights and positive fats to handle drier seasons, the Wi Pere breeding herd is flourishing.

"We've always aimed for that moderately sized animal that is a good overall performer. In the last five years, we've had a really big push on carcass qualities. Before we were more focused on growth, survivability and maternal performance, while those are still key parts to the overall picture, carcass quality is front of mind, especially in today's market."

ONE OF WI PERE TRUST'S MAIN FOCUS POINTS HAS BEEN ON THE GENETICS OF ITS ANGUS-BASED HERD

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Angus New Zealand 2021

THE MOTTO 'EVERY DAY IS A GROWING DAY' IS COMMONLY USED ON THE FINISHING FARM AND PROVIDES THE FOUNDATION FOR THE CATTLE'S NUTRITION MANAGEMENT.

Ensuring quality meat

Marbling, fat colour and pH are some of the key carcass traits Tim and his team are focusing on. Marbling, in particular, is a function of genetics, nutrition and carcass weight but Tim says management is just as crucial to the formula.

When finishing cattle, he and his team have a few fundamental things that need to happen to get the marbling, fat colour and pH just right. First and foremost, cattle have to be quiet, which starts from the very beginning. Cattle are handled a lot as calves and are yard weaned to get them used to humans and minimise stress.

"In the old days, we'd pick the steepest hill paddock, put the cows on one side, and calves on the other and leave them to it. The calves would be toey for the first 12 months. Our calves are quiet by the time they are weaned."

There are strict rules around the use of dogs with the cattle; all handling must be done in a gentle, calm manner. These handling rules are in place for all classes of stock, but even more so for finishing stock. Reducing stress means lower lactic acid levels which affect meat pH.

The motto 'every day is a growing day' is commonly used on the finishing farm and provides the foundation for the cattle's nutrition management.

"You can't park them up like we used to, you have to keep them growing. If you're going for marbling, it's really important to keep them growing. The data we're getting back from the programme suggests that if you get them onto a high legume, high-quality pasture in those last few months before slaughter it helps with marbling."

While getting good quality legumes onto hill country paddocks provides some challenges, Wi Pere has teamed up with AgResearch who have developed a way of getting legumes into some steeper hill country.

"It's almost a solid block of clover, and we think it's having a really big impact on the marbling. But I would say that for any of the carcass traits, but marbling especially, it's not any one thing that gets you on target. You have to have those genetics there and then provide the right environment for them to express those genetics."

Handpicked programme

Wi Pere is 12-months into being part of the Pure South Handpicked programme by Alliance. The programme uses an internationally credible assessment system to measure eating quality with the qualifying beef exported to markets willing to pay a premium.

"The premiums farmers get is what initially piqued our interest. We'd been part of other programmes in the past, and they worked out okay, but this one looked easy to take part in, and because of the work we've been doing on the genetics front for carcass traits, it was an opportunity to get a premium for doing things we were already doing."

In their first year in the programme, Wi Pere achieved a 97 per cent pass on the marbling component score – a testament to the thought and care that's been put into selecting genetics and managing stock.

A few hundred steers went into the handpicked programme last season, and the first lot have recently gone on the truck for this season. While still in their infancy in the programme, Tim says the feedback they get has been useful in being able to track what they are doing and learn where things went right and what needs work.

"I can see as time goes on and we get more runs on the board it should generate a premium for any of our cattle if we do decide to sell them store. We have the genetics to be able to participate in it, so it's a bit of a no-brainer for us."

Underpinning all of the genetics and management of stock is a foundation of good land management. With the help of a top-notch land consultant, Tim and the team are continuously learning about their soils, soil health and their environmental footprint.

"The consultant helped us a lot with developing a plan for what classes of cattle can go where. What I like about it is that it's not extreme. It's actually just sensible, sustainable farming that, once it is explained, it clicks."

Getting a better handle of soil management meant immediate wins on the amount of grass they are capable of growing, even on the hill country. More than this, it's about preserving land which has a long, rich history for future generations and living up to the legacy left by the Trust's namesake and founder.



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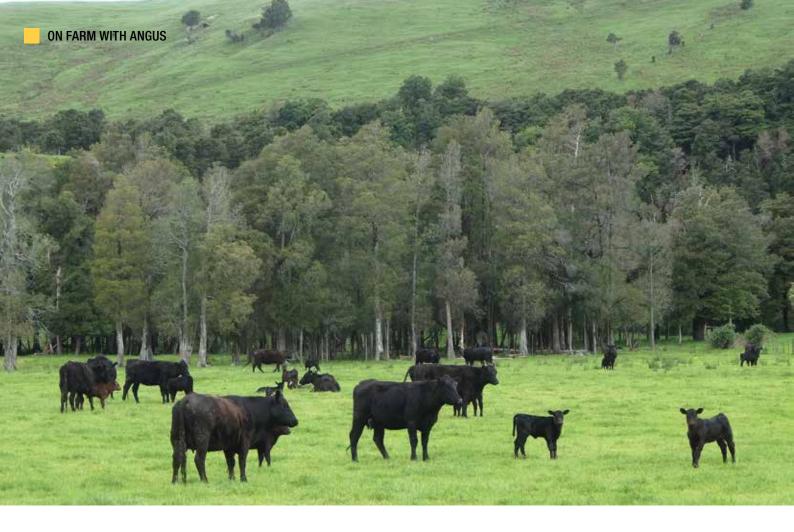
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Sherwood Station's Angus cattle bred for TOUGH TERRAIN

STORY AND PHOTOS BY SANDRA TAYLOR



In late spring, 200 breeding cows and their crop of calves are quietly grazing the river terraces on Sherwood Station, Alex and Lou Boissard's North Canterbury hill country farm.

The scene could not be further from Alex's previous life, serving 17 years with the British Army. He lists the world's hot spots where he did his tours of duty including Kosovo, Iraq and Afghanistan – a world away from Waiau, his family and the sheep and beef business which are his focus now.

The family returned to New Zealand five years ago to take up the reins of the 650ha family farm which had been bought and farmed by Alex's father.

Unlike much of North Canterbury, Sherwood's aspect and heavy soils means that it is summer safe, but winters are long and access over the farm can be difficult. Spring growth really doesn't start to come away until mid-October so consequently, lambing doesn't start until the end of September and calving mid-October.

Sherwood Station is strictly a breeding property and all progeny are sold store, although the Boissards are hoping to add a finishing block to their land holding, which would enable them to add value to what they produce.

The farm carries 2800 Wairere Romney ewes and replacements along with the 200 Angus breeding cows with cattle making up 40 per cent of the farm income.

Alex says Angus suit their country – and they have a job to do – particularly as the family undertakes a pasture development programme on their hill country.

"They work really hard, they are certainly not fat all the time," says Alex.

"We don't just farm them to look beautiful."

In the past, the family has run Friesian bulls, but unlike the

hardy British breeds the Friesians didn't do well in the cold, wet conditions. Angus are also in demand as store stock with finishers having a number of end-market options.

Alex says the Angus fit their system and environment, and economically they stack up better than any other stock class.

The family has been loyally using Kakahu Angus genetics for 25 years now and find they perform well on all levels.

Alex says he used to play polo with Tom Hargreaves and through the connection got to see how the Hargreaves family was using estimated breeding values (EBVs), which in those days was considered revolutionary.

Alex usually buys two bulls every year and find they last at least four or five years.

Life isn't always a picnic for the cows on Sherwood. While they spend the first part of winter on forage crops, from July onwards they are on undeveloped hill country – a mix of browntop, ryegrass and native grasses – and they need to draw on their own body reserves to feed their calves in early lactation.

It is their ability to bounce back and get back in calf in early December that is their real strength and the Sherwood cow herd is consistently calving at around 92 per cent with only a handful of dries.

The mixed-age cows go to the bull weighing around 500-550kg.

Alex says phenotypically they want hardy, compact hill country cows and the EBVs they are focusing on are 200-day weights and calving ease.

All replacements have to rear a calf as a yearling and get back in calf as a two-year-old. There are no second chances. It is a testament to both the genetics and management that Alex has never had to assist any of their homebred heifers at calving, although they are

ON FARM WITH ANGUS



A feature on the farm truck hints at Alex and Lou's interests.

kept close-by over calving so Alex and Lou can keep an eye on them.

"I think its 25 years of having the right genetics and in building the herd, it has been survival of the fittest," says Alex.

The cow herd has grown from 110 in line with the development of their hill country and while the Boissards have, in the past, bought in breeding stock, they have found their existing genetics have outperformed any imported lines.

Bred to perform

The calves are weaned in March and sold at the Culverden calf sale, although in 2020 60-70 were carried through and will be exported to China.

Alex says the steer calves are usually snapped up by buyers from Banks Peninsula because of their reputation for going forward.

"It's just because of their genetics," says Alex.

"They usually top the sale."

Because Sherwood is well-off the beaten track and as the Boissards run a closed herd (apart from bulls), biosecurity risks are minimal.



Keen hunters, the Boissards have a kennel of English hounds.

When selecting replacement heifer calves, Alex enlists the services of livestock agent Michael Steel who casts a critical eye on conformation and structure.

The heifers winter on kale supplemented with baleage and get priority pasture in early spring as the couple feed to get them to their 340kg mating weight.

They now buy bulls specifically for heifer mating and they go out with the heifers for two and a half cycles on 10 December.

"We used to get loan bulls from Kakahu but no longer. Mycoplasma bovis put an end to that."

The in-calf heifers are wintered on crop, calve on pasture and after weaning are typically integrated straight into the mixed-age cow herd.

"They don't get preferential treatment after calving as R2s and that's the critical bit. If it's a dry summer I will separate them out but otherwise they are part of the team."

Inputs are minimal with the cows only receiving a copper bullet and selenium injection. The heifers are drenched, but that is the last drench they will see in their lifetime.



Focusing on forages

Alex says all the cows are on crop for the first 80 days of winter as are their ewes, so there are daily breaks to shift and supplementary to be carted.

He admits that in the depths of winter, it can be pretty miserable, particularly as the couple run the farm themselves, although a Lincoln University student is employed over summer.

Since returning home, the couple has been focusing on lifting productivity of their hill country. This has included focusing on fertility and sub-division and the cattle play an important role in grooming pastures to allow the clovers to flourish, particularly the subterranean clover that is endemic in their pasture.

The crop rotation on the 80ha of flats is short and they typically grow 19ha of kale for cattle, 10ha of fodder beet and sheep and 7ha of triticale, also for cattle.

They find the triticale to be a useful break crop as it helps break up the ground and, as it creates a bulk of feed, it can be intensively grazed which is good for building nutrients.

The couple is also increasing the area they have in lucerne, which is now 24ha, as they find it a valuable feed for lambs at weaning.

Sheep performance has lifted in recent years, a combination of genetics and improved forages and while Alex says it is a work in progress, the ewes are scanning 155 per cent and tailing 135 per cent.

All the lambs are sold privately as store.

Financially, the beef cattle have been solid performers as prices have remained relatively firm and not subject to the same market fluctuations as lamb.

While the outlook for beef is positive, Alex says production costs continue to climb, as do regulatory costs.

The recent Essential Freshwater regulations are a real concern to the family who have 8km of river frontage and the cost of fencing this off is eye-watering. Alex is also concerned about the inevitable infestation of weeds within the riparian margin.

While Alex did complete in Bachelor in Agriculture at Massey University before returning to the UK and joining the Army, he says a lot has changed in the years he has been away from the industry.

He was part of a discussion group which he enjoyed and is not afraid to seek advice from local farmers.

The couple, who are keen horse-riders, grab any opportunity to incorporate horses into their farm work.

"On a fine day just wondering along behind the cows and calves is a real joy, I just love it."

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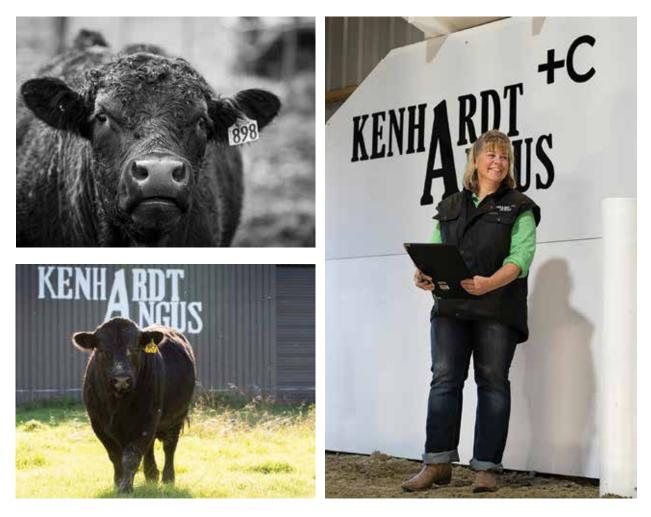
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ANGUS YOUTH

GENERATION ANGUS provides the perfect INDUSTRY LEG-UP

BY ALAN GREGORY

Generation Angus, the youth programme run by Angus New Zealand, has helped me immensely, both personally and with my career. Without it I would simply not be where I am today. The organisation has allowed me to travel the world and expand my network within the wider New Zealand beef industry.

I first got involved with Angus New Zealand when I was at high school, showing cattle with Rob Hall at local shows around Otago/ Southland and at the Canterbury A&P Show. This introduced me to a lot of other breeders in the South Island and from here I went off and competed at Future Beef. This, in turn, opened the doors for me in the beef industry, and I gained a lot of industry contacts that have helped me to get to where I am today, most notable being the guys at Allflex at the time, John Rutherford and Jared Briggs.

Generation Angus has given me plenty of opportunities to travel and meet new people. I am lucky in that I have been able to go to two World Angus Forum Youth competitions: Rotorua in 2013 and Scotland in 2017. Both of these trips were incredibly rewarding for those that were fortunate enough to be able to go. Not only do you represent Angus New Zealand and Generation Angus, but you are able to meet a number of new people and make lifelong friends across the world.

Along with World Angus Forums, I also had the opportunity to travel to Australia on the trans-Tasman exchange in 2014. This was a great learning experience, with the chance to visit a number of studs and industry businesses such as feed lots and abattoirs. When I did the exchange I also participated in 'Round-up' which was a great chance to meet a number of young people involved in the Angus Australia Youth programme.

Following on from my trans-Tasman trip, I stepped up and

on to the Generation Angus Committee, which I am still part of today. Being involved with the committee has allowed me to give something back to Generation Angus after being given so many opportunities over the years.

For my career Generation Angus has helped me a lot, either directly or indirectly. One of the direct ways it has helped me is through gaining contacts and references for jobs. My first job out of university was a genetics intern role at Mount Linton with Dave Warburton. The opportunities that Generation Angus has provided me and other activities it sponsors, such as Future Beef, set me up for this job. Without my involvement with Generation Angus I probably would have never even looked at this job.

From my role at Mount Linton, I moved to a stock manager's role at Stag Valley, Lumsden, which is where I am presently. Being involved in the beef industry outside of my day-to-day role has allowed me to meet a number of people, learn and be exposed to many things that I would not necessarily have done otherwise. It's these connections that benefit my current job, as Stag Valley runs the elite breeding flock for Headwaters. Although my role now is more focused on sheep genetics, the events and trips that I have been able to do with Generation Angus, have given me the experience that has allowed me to take on roles such as this.

The strength in not just personal growth but career growth that I have had by being involved in Generation Angus is hard to comprehend.

Just by writing this article and reflecting on the involvement that Generation Angus has had in my life, it is fair to say, I would definitely not have the life experiences that I have had or be the person I am today if it were not for Generation Angus.



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Mature cou weight INCREASES WON' COME FREE



BY CERI LEWIS, MOUNT LINTON STATION

Mature cow weight is one of the most poorly recorded traits in BREEDPLAN with only about 30 per cent of cows recorded. This is unfortunate as it can have a significant impact on the profitability per hectare of our commercial beef herds in New Zealand hill country. We know that approximately 70 per cent of the costs to maintain a beef breeding operation is in maintenance feed costs of

the cow herd so, in my opinion, we should have a much stronger focus on mature cow weight.

First of all, what is mature cow weight (MCW) and how is it measured? MCW EBVs are an estimate of the genetic difference in cow weight at five years of age and are based on the weights recorded for cows at the same time as the 200-day weights (weaning weights) are recorded for their calves. In order to be accepted and analysed by TACE they must be recorded within two weeks of weaning and the cow must have a valid 200-day weight for her calf.

Mature cow weight has a strongly positive genetic correlation to growth rate so animals with high 600-day weight EBVs generally have higher MCW EBVs. However as in all populations there are animals that break this correlation (curve benders) and these are the animals in my opinion we should be looking for. Growth rate and MCW has increased significantly in the Angus breed over the last 15 years and is a double-edged sword.

There is a cost involved in increasing growth rates in our herds in that it is not what we refer to as a free trait; unlike marbling, for instance (you do not have to compromise any other traits to include it in your selection criteria). The cost of increasing growth in our herds is that we will inevitably increase the size of our cows and in turn increase the maintenance requirements of those cows, be able to carry fewer of them and decrease our profits per hectare. I am certainly not advocating we go back to breeding the type of Angus cows we bred in the '50s that looked like Kunekune pigs; we need to be consumer focused and efficient in producing what the market requires in terms of carcass weights and specifications. But in New Zealand hill country situations, we need to keep a lid on MCW if we want to stay profitable. When I started running the herd at Mount Linton about 15 years ago the breed average EBV for MCW was 72. It's now 95, which concerns me.

The other side of the coin to MCW is that obviously cows with a higher mature weight have a heavier carcass weight when they are killed, but I doubt very much that this would be enough to offset the benefits of having a larger number of more moderate and efficient cows on our hill country. I have seen massive Angus cows in the odd seed stock herd in Australia with huge mature cow weights, and no fat, bred for the feedlot industry, producing steers that end up at 420-450kgs carcass weight. These cows look like black Holsteins and when the going gets tough the silage wagon comes out. I call them good time girls and they would not work in our situation where most of us have a "toughen up, princess" policy during times of feed shortages. It's a case of horses for courses, and it works for them, but it is driven by completely different systems



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and land type to where Angus cows are farmed in New Zealand.

At the moment, in my opinion, the MCW EBV is a relatively blunt tool as all it does is record the weight of the cow at weaning and does not take into account body composition. So a large, lean-frame score 7 cow can have the same MCW as a frame score 5 fat cow with "all the right junk in all the right places". I know which one I would want in my herd. It would have much more value if a body condition score (which is now being encouraged by BREEDPLAN) and a frame score were taken at the same time.

The Mount Linton herd, along with several other seed stock producers both in New Zealand and Australia, was part of a trans-Tasman Beef Cow maternal productivity project that ran for three years and was partly funded by B+LNZ Genetics on our side of the Tasman. The project was brought about by concerns from Australian seedstock cattle breeders that the genetic improvement achieved in feedlot and abattoir performance of cows could have led to a decline in maternal productivity. The cows were weighed and body condition scored three times during the year, at the end of the winter, at calf marking (pre-mating) and at weaning. What stood out for me was how much the body composition changed throughout the year and particularly how much weight cows could lose over winter and how quickly they could put it back on in the spring and early summer while rearing a calf and getting back in calf. My personal observation was the more moderately framed cows (and lower mature weight) in our herd seemed to be more efficient at doing this especially under variable nutritional conditions, which sums up any typical farming year in hill country New Zealand.

What else can we do? I avoid making decisions on bulls that we use in our AI programme based on their raw data, although it can be useful in some circumstances where there is no other information available. Because MCW is so poorly recorded across the industry, one of the tools that I use is hip height measured as a yearling and I have found that this has been a particularly accurate way of estimating the animal's frame score as an adult.

In summary, our challenge as grass-fed beef cattle farmers is to maximise production (output) which is most commonly recognised as calf weaning weight per cow mated, from a limited and variable feed resource (input), more importantly profit per hectare rather than per head. One of the best tools we can use for this is the MCW EBV but we must, as Angus seed stock producers, get better at recording it and make sure we use all the tools available to us to better define the body composition of the cow.

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NZ Farm Life Media

















Teresa Sherson - Judge Allflex 'Snap it and Send it' photo competition

Teresa Sherson of Black Ridge Angus Stud in Taumarunui has been judging the Allflex Snap it and Send it photo competitions throughout the seasons of 2020/2021 and she's been impressed with the entries she's seen coming in.

Photography started out as a hobby for Teresa; taking photos of daily life, family snaps and of the goings on around the farm. Growing up around her parents' photography studio had given her an engrained interest but after deciding to get more serious herself, she undertook a diploma in photography and taught herself some impressive photo editing skills. This took her work to another level and she began doing commissioned work, professional portraiture and photographing local events.

One of her great loves is of course Angus cattle, and much of her photography work reflects that. Stunning artworks of

black Angus bulls can be found for sale on her new business facebook page, *Out The Gate Art*.

"I absolutely adore capturing the bulls throughout the various seasons and love their faces, which are so expressive. The power and strength the bulls display, contrasted by the gentleness in their eyes, is humbling," says Teresa. This new online business venture



will hopefully allow Teresa more time for other passions, including riding her horses, mustering with her dogs and spending time with her family.

Teresa is often asked what camera she uses or what lens is best. The most valuable piece of advice she was ever given is that the best camera to use is the one you have right there in your hand.



ON THE TABLE IN 30 MINUTES, THIS THAI BEEF SALAD IS A GREAT OPTION WHEN YOU FEEL LIKE A LIGHTER MEAL FULL OF FRESH, TANGY & SPICY FLAVOURS. BULK IT UP WITH EGG OR RICE NOODLES FOR A MORE FILLING MEAL. WE LOVE THE EXTRA CRUNCH ADDED BY THE TOASTED RICE MIXTURE, WHICH IS SURPRISINGLY EASY TO MAKE.

hai Be

Prep: 20 mins | Cook: 10 mins | Serves 4-5

Method

Ingredients

Dressing

- 2 clove garlic
- 1 jalapeno or green chilli (halved)
- 2 limes (juiced)
- 2 Tbsp roasted sesame oil
- 3 Tbsp fish sauce
- 3 Tbsp minced lemongrass (see tips & tricks)
- 2 teaspoons brown sugar
- 1/2 teaspoon red chilli flakes

Salad

- 500g Angus Rump Steak, or 2 thick-cut sirloin or Angus Scotch fillet steaks
- 1 Tbsp cooking oil
- 4 medium shallots (thinly sliced)
- ½ cup fresh mint leaves (loosely packed, roughly chopped)
- 6 Tablespoons roughly chopped cilantro leaves and stems
- 4 Tablespoons uncooked rice
- 250g mesclun salad, or your choice of greens
- 1 punnet cherry tomatoes, halved

Dressing

Combine the garlic, one of the chilli halves, lime juice, sesame oil, fish sauce, lemon grass, brown sugar and chilli flakes in a food processor until roughly chopped and combined. Taste and adjust seasonings with additional lime juice, fish sauce or sugar if needed. Set aside in a small bowl. Slice the remaining chilli into thin round slices and stir through the dressing.

Sallala

Salad

Toast the rice in a small frying pan over medium heat. Stirring often until the rice is toasted and golden. This should take about 10 minutes. Let the rice cool and then grind into a coarse powder using a mortar and pestle or spice grinder.

Heat the oil in a frying pan over medium high heat. Sear the steak until it is well browned on one side. Flip and cook until the second side is dark brown and the meat is medium-rare. Based on a steak approximately 2cm thick, this should take 3-4 mins each side for medium-rare. Transfer to a plate and cover loosely with tin foil, allowing the steak to rest for 5 minutes. Slice the steak into thin slices.

Arrange the mesclun salad leaves on a platter. In a medium bowl, combine the beef, shallots, cherry tomatoes, mint, and coriander and place on top of the mesclun leaves. Stir the dressing and pour it on top. Toss gently and sprinkle over the ground toasted rice.

This is a lighter meal, however you could bulk it up with the addition of egg or rice noodles if desired.



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ANNUAL ON FARM AUCTION

TUESDAY 15TH JUNE 2021 / 3.30PM

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DOING DAIRY BEEF BETTER



BY ASSOCIATE PROFESSOR REBECCA HICKSON, MASSEY UNIVERSITY

A recent study comparing the climate footprint of dairy beef with traditional beef systems in New Zealand highlighted the potential to reduce the impact of our beef production by around 20 per cent by switching to dairy beef.

Of course, the suggestion that we could replace our breeding cows with finishing cattle fails to recognise the intrinsic value of the beef cow on our sheep and beef farms. On many farms we couldn't efficiently finish cattle on the same pasture that our beef cows are frequently allocated. Nevertheless, the principle is robust, and increasing use of dairy beef is an important tool in our toolbox of on-farm mitigation strategies.

The challenge is to get the right genetics for dairy beef. That involves finding bulls that provide the all-important calving ease on the dairy farm, and produce calves with growth potential for finishing. This is where the Beef + Lamb New Zealand (B+LNZ) Genetics Dairy Beef Progeny Test is important.

A critical pinch point in the dairy beef system is calf-rearing capacity and industry recommendations (based on studies in Friesian bull calves) which advise a minimum live weight for rearing of 40kg. The average birth weight of calves in the dairy beef progeny test has consistently been around 37.5kg, and approximately 75 per cent of beef-sired calves born in the progeny test would not meet this minimum requirement. The bulls tested to date have not caused significant calving difficulty in the crossbred cows they were mated to, indicating that there is a substantial pool of bulls available that could be used with confidence over dairy cows. It is important to note that the same cannot be said for firstcalving dairy heifers, and only very easy-calving bulls should be used over these heifers.

For bulls used over the cow herd, the goal should be "light enough" calves so as to not cause calving difficulty, but not so light that they do not offer a decent rearing proposition. Given handreared calves are typically weaned to a fixed weight, as calves get lighter, the time spent on milk and the associated milk and labour costs increase. Data from the B+LNZ Genetics Dairy Beef Progeny Test at Limestone Downs indicates that an increase of 1kg in birth weight was associated with an additional carcass weight of 1.6kg and 1.5kg for heifers and steers, respectively.

Dr Lucy Coleman, who completed her PhD examining the dairy farm impacts of using beef bulls in the B+LNZ Genetics Dairy Beef



RESEARCH AND DEVELOPMENT: UNDER THE SKIN

Progeny Test at Limestone Downs, reported no effect on milk production or rebreeding performance for cows that calved to different bulls in the progeny test. The caveat here is that none of the bulls contributed to calving difficulty, and this indifference to service sire is unlikely to hold in the event that a bull caused difficult calving. Further research will confirm this result at Pamu's Renown farm, for the second phase of the progeny test.

Within the 101 bulls that were tested between 2016 and 2019 (all of which produced calves that were born without difficulty), gestation length had a range of 13 days. This has the potential to add value for dairy farmers, especially where the bulls are used later in the mating period and a shorter gestation can be used to bring a late calver back towards the main herd, increasing her chance of conceiving in the following season. It is worth noting that not all dairy situations call for short gestation beef bulls. For example, if beef semen is used for lower merit cows during the initial mating period – when most cows are bred to dairy semen with the goal of producing replacement heifers – short-gestation beef semen results in a small number of early calving cows that need to be milked prior to the main herd calving, and often prior to milk pick-up commencing.

Of 85 bulls tested between 2016 and 2018, the 600-day weight recorded for their progeny had a range of 67kg. Interestingly, if the bulls were restricted to a gestation length of 282 days or less, the range in 600-day weight was still 61 kg. This means there is opportunity for huge improvement in the growth potential of dairy beef calves without having to compromise on calving ease or gestation length.

Massey University PhD student Natalia Martin, who studied the finishing performance of the B+LNZ Genetics Dairy Beef Progeny Test calves at Limestone Downs, reported that the sire contributed to variation in carcass weight, marbling, eye muscle area, fat depth and tenderness. Once again, this highlights the potential to improve carcass and meat quality traits through selection of appropriate sires.

The use of better genetics in a finishing system adds little cost for the increase in production. An animal growing fast eats more than an animal growing slow, but the total lifetime maintenance costs of a slow-growing animal are greater, resulting in the fast-growing animal being more efficient. The progeny test data highlights that among sires that are fit for purpose on the dairy farm, there are those that are strong contenders for a finishing system and those that are less desirable for rearing.

An exciting development in the B+LNZ Genetics Dairy Beef Progeny Test in 2020 has been the collaboration with LIC. The co-operative currently services around 80 per cent of dairy herds in New Zealand, and this collaboration ensures that the default beef semen choice of those dairy farmers will produce calves that have good performance at all stages as they move through the industry to the consumer. The option remains in the progeny test for other industry bulls to be entered, allowing benchmarking of any bulls, to ensure that the best options are made available for widespread use.

All Dairy Beef Progeny Test reports are available on the B+LNZ Genetics website: www.blnzgenetics.com/progeny-tests



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Beef

- 1 tbsp olive oil
- 500g beef mince
- 1 finely diced onion
- 2 crushed garlic cloves
- 1 tbsp finely grated fresh ginger
- ½ tsp chilli flakes
- 230g can of chopped water chestnuts
- 2 grated carrots
- ¼ tbsp oyster sauce
- 2 tbsp kecap manis (sweet soy sauce)
- 2 tbsp soy sauce
- 100g mung beans
- •

Dipping sauce

- 1 tbsp sesame oil
- 2 tbsp soy sauce
- 2 tbsp rice wine vinegar
- 1 tbsp chilli flakes
- 1 tbsp brown sugar
- •

To serve

- 1/2 cup chopped roasted unsalted peanuts
- 12 leaves lettuce
- 1 finely sliced radish
- 2 leaves finely sliced red cabbage
- 2 chopped spring onions
- 1 sliced avocado
- 1 finely sliced lime
- coriander

Prep: 15 mins | Cook: 15 mins | Serves 4

Method

To Make Mince

Heat the oil in a large frying pan over medium-high heat. Add the onion and cook until translucent. Add the beef mince and cook, stirring with a wooden spoon to break up any lumps. Add the garlic, ginger and chilli flakes and cook until fragrant. Add the water chestnuts and carrot to the mince and cook, stirring for 1 minute or until combined. Add the oyster and soy sauces and cook, stirring for 2 minutes or until well combined and heated through.

Remove from heat and add the bean sprouts and stir until just wilted. Taste and season if necessary.

To Serve

Place the lettuce leaves, cup-side up on a serving platter and serve immediately with the mince mixture. Garnish with thinly sliced carrot and red cabbage, spring onion, chopped peanuts and coriander.

Serve alongside sliced avocado, radishes and Asian dipping sauce. Asian dipping sauce can be made by simply combining all ingredients in a jar and shaking.



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Farming action hero CALED UPON IN TIMES OF TROUBLE

STORY AND PHOTOS BY SANDRA TAYLOR

If you want something done, ask a busy person, and very often that person is Helen Heddell.

When Angus magazine visited Helen at her North Canterbury home in late November last year, she was busy coordinating the build of another home, packing up the existing one, preparing for the shearing of her stud Merino flock, organising stock transport and overseeing the many moving parts of the diverse farming business she runs alongside her husband Peter and daughter Sarah.

She also has a beautiful garden, ponies, lambs and dogs that demand her undivided attention and a number of organisations, which she mentions in passing, with which she has a close association. It is through her links with the YWCA that Helen looks after the dogs of women and children going into sheltered accommodation who are unable to take their pets with them.

"It's just one wee thing I've been able to do," she says.

It is easy to get the feeling there are a lot of "wee things" Helen does for people and communities both urban and rural.

Her strong, calm personality and ability to get things done – she calls herself a bossy-breeches – makes her an ideal person in a crisis and the crisis with which she has become most associated was the Christchurch earthquakes. It was Helen that Federated Farmers called upon to act as a coordinator for the Farmy Army, feeding many hundreds of volunteers and quake victims in the wake of the devastation.

For someone who admits she loves a project, it was the ultimate project, coordinating supplies and the massive influx of donated food – including 5.5 tonnes of meat – organising rosters and building relationships with the police, Civil Defence, the Student Volunteer Army's Sam Johnson and many other emergency response and support organisations.

ANGUS YEAR

"I thought it was going to be just for a few days but it ended up to be four weeks, working from 6am to 9pm, but everyone has their own individual memories of that time."

In reality, the four weeks has extended into nine years and is on-going, as associations and linkages Helen made during that time continue to call on her in times of crisis. This includes the Police Force, within which she has a number of friends, and those based at one particular Christchurch station are the lucky recipients of occasional batches of Helen's scones.

"I've got some wonderful friends there," she says.

She was also called on to help coordinate support efforts for the earthquake in Nepal and, more recently, the Mosque shootings in Christchurch.

As well as coordinating care packages for the families of victims, she worked with the police and the Muslim community to organise a fund-raising football match between the two which was both rewarding and terrifying at the same time, with the match being a potential target for unrest.

In the period after the earthquake, as aftershocks continued to rock Christchurch, Helen, alongside three other rural-based women she met during the immediate crisis, organised QuakeBreaks for thousands of people affected by the quakes. This involved organising buses to take victims out of their broken surroundings for a day, visiting the serene landscapes of rural Canterbury and receiving goodie bags full of donated goods along the way.

These three women and their husbands have become close

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friends of Helen and Peter's and they all catch up at least four times a year.

"We have stuck together right through. We are very diverse but it is diversity in a group that holds you dear, whereas sameness breeds boredom."

Diversity is clearly something Helen values and this is reflected in the many people and organisations with which she has had a connection, such as the YWCA, Graduate Women's Association, Mt Cook National Parks Board, Dinner Clubs and Federated Farmers.

While she has had various roles within organisations, Helen says she has never sought to be an office-bearer.

"I'm much better at one-off projects. I get in, make a plan, work with good people and get the job done, full-stop."

She also believes strongly in volunteering in "pulses" rather than suffering volunteer fatigue or creating a culture of dependency which she has seen happen to many people over the years.

Now, as she and Peter build their new home at Darfield, Helen says it is coming to a time when they will focus more on their own camp.

This "camp" incorporates 1000ha of owned and 100ha of leased land stretching from Darfield to Okains Bay on Banks Peninsula and into North Canterbury which does mean a lot of driving.

The couple bought Glenrachney, their Okains Bay hill country farm in 1990 at the same time they continued to run three blocks of intensively farmed land at Pendarves on the Canterbury Plains where Peter and Helen began their married life.

The couple lived at Okains Bay for five years with Peter commuting to the other farms and in 1995, they bought Eskhead, an historic North Canterbury high country station which they owned for 12 years. Initially they intended to put a manager on this property but then decided to give it a go themselves.

She describes their time at Eskhead as being very special and very challenging and part of this challenge was farming under the watchful eye of the public. They could have as many as 70 people visiting the station at the weekends pursuing different forms of outdoor recreation. They also had contracts with two horsetrekking businesses running through Eskhead along with a topend angling guides all escorting their clients through the station for days at a time.

But it was a time of depressed fine wool prices - they introduced

Merinos to the property – so financially it was tough and after 12 years they moved back to the plains.

Peter and Helen share a love of livestock and when the couple married, Helen came complete with dogs and a flock of coloured sheep, which she continues to run today alongside Merino and Border Leicester stud flocks.

They started the Glen R Angus stud in the early '90s on the back of a contract they had, supplying beef to an Ashburton supermarket.

"The butchers identified that they were consistently achieving the best quality meat from Angus."

This sealed the deal for Peter, who had always been keen on cattle, and they bought cows from the Williams family's Kaharau Stud in Gisborne and one outstanding bull, Kaharau BMW, for which they paid \$26,000 – an eye-watering sum at that time. These genetics were the genesis of their Glen R stud and this stud has been Peter's passion through the years. A passion he now shares with their daughter Sarah who does all the bookwork for Glen R.

The stud is run between Okains bay and Sandown, their Darfield farm, and the type of animal they breed has changed over the years to meet the needs of the market and the nature of farming.

"Many farms have gone from having staff to a single-person operation so they need easy-care animals."

For this reason, they have gone away from showing cattle to a focus on productivity, although Helen enjoys showing her sheep, more for the camaraderie and the opportunity to create a spectacle for urban dwellers than to win ribbons.

For someone who strides between both worlds, she finds it amazing that the city has forgotten its rural urban interface. Christchurch needs farming and farming needs Christchurch, she says.

"The divide is becoming increasingly impenetrable and that does annoy me. I try and see ways of blurring it; it's not about being a vegan, it's just about being tolerant."

While Helen has a significant birthday looming, she says she is enjoying this stage in her life where people listen to what she and others of a similar age and stage have to say, having emerged from the invisibility of early middle-age. She is not short of well-founded opinions and view-points but equally she is willing to embrace change and enjoy what next her rich life has to offer.

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Quiet achievements put Blacknight bulls on the map

STORY AND PHOTOS BY JOANNA GRIGG



Ask a top-of-the-South farmer and they will probably tell you Blacknight Stud bulls have really good performance figures. These Angus bulls are building a reputation despite flying under the radar.

The Rai Valley stud has had eight years of sales, building up to ten sires sold in 2020, at an average price of \$6,720. With all bulls cleared and repeat buyers, the stud, owned by Ben and Nadine Maisey, is quietly gaining traction.

You won't find Blacknight Stud on Facebook or on a website. The high rainfall property is not your typical Angus stud backdrop. The 95 hectare pocket of farm land sits at the base of the Opouri Valley, ten minutes' drive towards the Marlborough Sounds from Rai Valley. With pine forestry and native bush at its back and dairy farms on its flanks, it is a sole outpost of Angus beef in a dairy area.

Despite both working other jobs, Ben and Nadine say working in the cattle stud is their favourite job.

Ben is typically away 6am to 2pm over spring, working as an artificial insemination (AI) technician for LIC. Side jobs include electrical consulting and making mussel floats.

Nadine does most of the feeding and shifts in spring. She used to work full time at a Rai Valley Motel and Cafe, until Covid-19 prompted a change. Most recently, she delivers supplies to the breeding technicians in Marlborough for LIC.

One of Ben's key roles in the stud is selecting the sire genetics for the AI programme, which is the key conception method. Only a handful of cows are actually joined with a real-life bull, with 90 per cent typically carrying calves resulting from successful AI.

For this reason, the calves on the ground have some handpicked sires with impressive figures on calving ease and eye muscle area, in particular. Some of the progeny are in the top one percent in the AngusPure Index and Self Replacing Index.

The stud offers a real range of bulls with options – some with smaller cow mature weight and some larger. Bull 546 in the 2020 sale had +61 for 200 day weight, +108 for 400 day weight and +80 for carcass weight (putting it in the top 5 per cent for trans-Tasman Angus 2018 born bulls). The sire is Musgrave 316 Stunner, to a dam with imported semen parentage (Rito 12E7).

The bull 548 (sire PA Full Power 1208 IMP USA) has calving ease figures in the top 20 per cent and an outstanding eye muscle area EBV of +12.9 (breed average for 2018 born bulls is +5.3). It has a conservative cow size EBV of +71. Another big plus to this bull was good intra-muscular fat (IMF EBV +4 which is in the top 5 per cent for breed).

"We eat our own cattle so we appreciate marbling for taste," says Ben.

The average sale price has been creeping up but the Maiseys like to provide value for money.

"The stud can pay its way at seven thousand a bull, minimum, and we are happy with that and we like to be affordable," says Ben. "You don't want to become out of reach to the buyers who have supported you and want to continue using your genetics. There needs to be a balance. These people could benefit from your genetics the most.

"In the beginning, people probably got our bulls cheaply compared to what's selling elsewhere, but we have repeat customers despite the price being a little higher now."

Blacknight 570 in the up-coming 2021 sale is rated by Ben as having very good data, though his intra-muscular fat at +1.3 is lower than he would like. Calving ease (DTRS EBV) is a very strong +5.8, 400-day weight +101, 600-day weight +132, and eye muscle area +11.2. The 400-day weight is particularly impressive and the great growth package comes with a moderate mature cow weight right on the 2020 trans-Tasman breed average of +95.

The stud's marketing strategy is simply having good bulls in the catalogue to attract interest, then presenting appealing bulls in the pen on the Blenheim sale day in June. There is no social media hype and not even a sign at the farm gate. In fact, the farm doesn't actually have a name... it's just Ben and Nadine's place.

"There are a lot of things we can do better in terms of getting our name out there, but it's also about what level we are comfortable with and can maintain," says Nadine.

This quiet approach becomes clear when you meet Ben and Nadine and hear about their background. Ben was brought up on a small organic farm in Redwood Valley, Nelson (on Maisey Road, named due to the family connection) and was the youngest of seven. He did an electrical apprenticeship at the MDF plant in Richmond, then worked for 11 years there before working in London and for four years in Northern Alberta, Canada, as a process control/ electrical technician at a board manufacturing plant. Here he met Nadine, who was also working at the plant.

Nadine grew up on a farm with what she describes as a "multispecies of animals including Limousine and Galloway cattle". The temperature got down to -40 degrees so they would feed out for a week in advance and put extra straw down for the cattle to lay on, because they were all outside.

"Farming here is easy in comparison. You don't have to worry

about the frost going down six feet or having to warm the tractor up for two hours before using it!"

Their daughter Electra was born in Canada, then the two boys, Vincent and Weston, were born when the couple returned to New Zealand.

The couple were very keen on returning to breed cattle in the South Island, so bought the Rai Valley property sight unseen in 2004. Ben's brother and sister assessed the land and took photos to help the decision.

"It was about a million dollars cheaper than buying the same area near Nelson."

"I worked overseas as an electrician as I didn't think I could earn enough to buy a farm through working in farming."

Their first go at cattle breeding was with the huge white Chianina cattle – the largest European breed, originally from Italy. Ben describes this as an 'adventure' and an attempt to provide the highest beef yield per animal. The legacy of the venture can be seen in the pole extended fences on the property.

"They could jump," Nadine explains.

Ben trained as an AI technician in 2008 and in 2009 they changed to Angus cattle.

The farm has native bush, regenerating bush and pine forestry, so is only 50 per cent pasture. In 2019 the Maiseys leased an adjacent 90 hectares and built stud cow numbers up to 60. Over winter they grazed 300 dairy cows from local farms.

> High rainfall means pasture utilisation is important, so break fencing keeps a fresh bite each day, free of trampling. The pastures are mixed swards of red and white clovers with timothy, ryegrass, cocksfoot and plantain.

A diverse range of Dads

The 2020 crop of Blacknight yearlings are almost exclusively fathered by AI sires. This gives a range of quite different genetic options for buyers, not the peas-in-a-pod approach seen when only a couple of sires are used over all cows.

This year, the 2020 AI programme over 60 cows has used 15 different bull genetics, mostly imported semen from Australia or the United States.

Selecting AI bulls and individually matching each cow is one of Ben Maisey's favourite jobs in the stud. The Marlborough stud was founded when Ben and Nadine Maisey purchased 22 empty heifers from Meadowslea and some from Kakahu in 2009.

"We have built up from there to sixty cows and our point of difference is that we use artificial insemination for almost every cow," says Ben.

"Theoretically it should give us higher quality genetics."

The 2020 bulls at the Blenheim sale included bulls from seven different international sires plus homebred bull Blacknight 466. A Blacknight yearling bull is used to cover cows that fail to take the AI – typically around five per cent. The first cycle take is usually 70 per cent for AI.

For the 2020 conceptions, semen has been used from GAR Hometown, EXAR Stockfund, Heiken Broadview, SAV Rainfall and several others. These were handpicked by Ben with an eye for calving ease, growth, carcass and fertility estimated breeding values (EBVs) with particular attention to structure and foot quality.

Ben said their aim is a moderate cow mature weight, around breed average of +95. The 2020 bulls had mature cow weight EBVs ranging from 46 to 109, with one at +133.

ON FARM WITH ANGUS

Whole herd genomic evaluations have been done, improving the confidence in the genetic merits of the bulls.

"We test all our young stock, as opposed to just testing the top animals or potential stud bulls," says Ben. "We aim to achieve multitrait excellence and have been able to observe steady gains in the quality of our herd."

Some of the 25 yearling bulls are sold to dairy but the stud aims to keep most through to two-year-olds.

"Most of our bulls have gone to commercial breeders throughout Marlborough and some further afield to Canterbury, Southland, the West Coast and several to the North Island including to the National Sale.

"We are happy to have clients who have continued to support us from our early days and are experiencing great results."

Ben says the feedback from clients who have been using Blacknight bulls has been very positive.

"Customers have come back and said about the improved temperament in their herd, better growth rates and excellent in-calf rates.

"It is an accolade to what we are trying to achieve."

Cattle temperament is monitored by taking down comments in a notebook when cattle are in the yards. If they are jumpy, they get a black mark and if there are too many strikes they are culled.

Starting out

Breaking into the Angus breeder's world is quite tough for a shy chap from Marlborough. There are no manuals on setting up a stud and New Zealand has a close-knit group of established breeders to break into.

Ben Maisey says any training on breeding is usually geared towards the youth.

The first step was for the Maiseys to become members of the

New Zealand Angus Association and apply to the Blenheim Angus Association for a slot in the winter bull sale.

"I was nominated by a breeder who sold me the heifers," says Ben.

He is very grateful for support from John Jackson, an Angus breeder who lives in Picton.

"He came to see our bulls in the bull walk."

Cedric Lander of Wairere Angus is also great with helpful advice and encouragement.

Ben admits it was nerve racking watching his first two bulls go under the hammer.

"I was perhaps a bit unaware what it takes for people to venture to another stud because of loyalty – it takes a bit."

The Blacknight Stud is now an AngusPure Partner, as another marketing opportunity, says Ben. The phone calls started coming in as commercial breeders saw the Blacknight bull figures online.

"We had a visitor from the North Island and welcome more people to visit the bulls on farm."

Momentum is building. Ben says he would like to run the farm following organic principals, following his father's philosophy, who stopped drenching and using synthetic fertilisers in the 1950s.

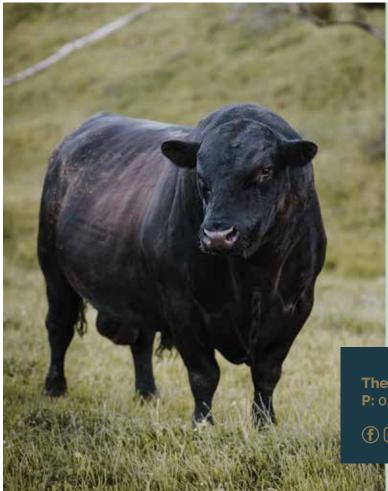
"He was ahead of his time in some ways, going away from sprays when he saw how it affected his neighbours' health who owned orchards.

"But we need to work out how to control the gorse and control the parasites in young cattle first."

Nadine said it can be a juggle to balance the stud, with work and family.

"Balancing farming with family is a challenge, as one seemingly little thing can take hours and steal you away from spending time with the kids. You just try to do your best each day and improve on your best."







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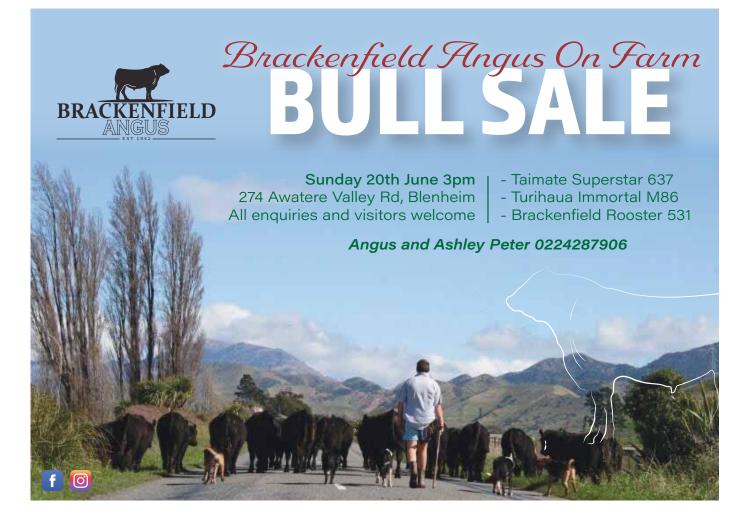
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WHERE ARE THEY NOW: Q&A with Andrew Solomann

SUMMITCREST SCHOLARSHIP RECIPIENT 1999 CURRENTLY FARM MANAGER ON LOCHINVER STATION



Going back to 1998, where were you placed within the farming industry when you applied for The Summitcrest Scholarship and why did you apply?

I was employed by Lane Brothers Whangara Angus stud on their Gisborne based property as a senior shepherd at the time and I saw an opportunity to travel and meet new people, plus learn more about Angus cattle and some different farming techniques. By applying for the scholarship I was pushed right outside of my comfort zone but I figured I should give it a go as I had nothing to lose.

Can you tell us about your time in the USA at Summitcrest and what you achieved?

During my six month scholarship I had the opportunity to work on all three Summitcrest properties. I am a hands-on person who enjoys the practical side of farming so I really appreciated working with the various farm teams on such large scale properties, especially over calving and bull selling time.

The different weather conditions I experienced while working in the USA really opened my eyes to other methods of farming and how reliant they were on supplementary feeding.

One of the most valuable tools I learned was the importance of good data collection and how this could influence decision making within the farming business.

What have you been doing in the past 20 years, since completing the Summitcrest Scholarship?

On my return to New Zealand I moved into a new role as stock manager for Lane Brothers and got more involved with Patrick Lane on the day-to-day decision making within the Whangara Angus stud.

Before moving on from Lane Brothers Whangara Angus I married my wife Amanda and we started having a family. From there we were either in the role of stock manager or manager on a couple of farms around the North Island, until we had the opportunity to manage and develop an 3,500ha hill country property for Landcorp Farming Ltd in the Gisborne region. While running this farm and business for Landcorp I was able to use all the skills I acquired at Summitcrest and build a highly efficient Angus cow breeding herd up from 600 cows to 1,100 cows.

In 2016 Amanda and I were named Gisborne/Wairoa Hill Country Farmers of the Year, and at that same time we were given

the opportunity to manage the 13,400ha Lochinver Station, based in the central North Island for Rimanui Farms Ltd, which we took on.

How has your exposure to the Summitcrest philosophies effected the way you operate as a farmer?

Lochinver has a long cold winter, which is very similar to Summitcrest, and we are reliant on winter supplements to get our livestock through to the spring. The team at Summitcrest do a lot of work on feed planning and nutrition for their livestock, which I have been able to adapt into Lochinver's winter system.

How have advances in technologies, such as genetics, effected how you farm?

I use a lot of computer-based programs to assist me with my on-farm decision making, which takes all the guess work out of the day-to-day decisions. These programs give me the ability to forecast my season and animal performance, and also open up opportunities to increase the profit of the business I manage.

Looking back, what do you see as being the main takeaways from participating in the scholarship?

I feel there was huge value in working in a team environment and I really learned the importance of that. One of the main aspects that I really focussed in on and took home with me was how much planning and decision making is done in and around the purchasing of new genetics for your herd, and the importance of getting it right the first time.

Summitcrest

Summitcrest is a tradition of excellence, founded by industry leader Fred H. Johnson. The herd was dispersed in 2011 but in its day it was the second largest Angus operation in the world.

Summitcrest Farms, headquartered in Summitville,Ohio, had branch operations in Nebraska and Iowa totalling 17,200 acres. The herd had sixty years of performance recording under its belt and forty years of carcass evaluation.

Johnson is considered the founder of the Certified Angus Beef Program and he has been a leader in the advancement of the genetics and marketing of Angus cattle and Angus beef. David Giddings 027 2299 760 giddingsfamily@xtra.co.nz



George Giddings 027 656 3323 george@yourbid.org

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The devil is in the DELIVERY



A saying I have heard repeatedly on my show, Sarah's Country, in 2020 is "the devil is in the detail" when my guests referred to their advice to landowners on how to navigate the National Policy Statement for Freshwater (NPS) that came into force at the beginning of September 2020.

Despite the rapid policy creation and implementation, and the discrepancies on what deems 'consultation', it appears to me that the devil was in the delivery. I believe detail becomes irrelevant if you don't have the proper stakeholder engagement from the start. So how will we achieve these outcomes collectively to satisfy our discerning consumer?

Working with Farmlands on a campaign to dig into what it takes for us to embrace the changes ahead we launched a survey at AgFest in Greymouth in November last year. The objective was to get a sense from West Coast farmers on how they were feeling and how they intended to navigate the changes ahead. Emotions of bewilderment, fatigue and a fear of uncertainty across the half a dozen beef and dairy farmers I interviewed were not surprising. There was a theme of feeling as though they were being used as a scapegoat by the current Government.

One young beef breeder told me the story of buying a children's book for his nephew only to quickly discover the book's agenda

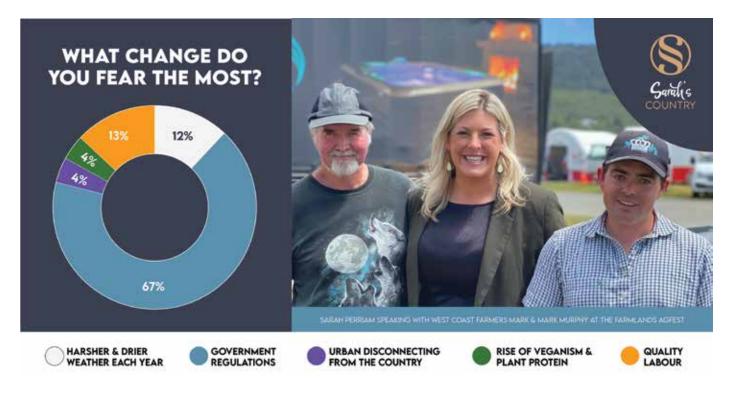
with images of cows crapping in waterways. He said he had heard children were coming home from school and exclaiming to their farming parents, "Mum and Dad, why are you killing the environment?"

When I spoke to the young beef breeder's father, he shared his fears that New Zealand farming was on the same trajectory as the coal industry's social licence to operate, ultimately leading to us to import all of our food from countries with a more damaging environmental footprint than ours.

"It feels like it is more socially acceptable to dress up in leather and be whipped than feel the pain of being a farmer," said a West Coast farmer.

On the Farmlands site at AgFest, visitors to the stand were given a poker chip to place in one of the five boxes with the overarching question, "What change do you fear the most?"

An overwhelming 67 per cent placed their voting chip in the box 'Government regulations', and this was over the other options of 'Harsher & drier weather', 'Urban disconnect from the country', 'Rise of veganism' and 'Sourcing quality labour'. What was incredible to observe was not only the result from our poll of over 300 but the physical force and conviction the voters demonstrated in placing (throwing) their voting chip in this choice.





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WHAT MAKES NEW ZEALAND FARMING SYSTEMS SO COMPLEX IS THE UNIQUENESS OF EACH REGION RIGHT DOWN TO EACH FARM TYPE -THE CLIMATE, SOIL STRUCTURES AND RESOURCES ARE SO INDIVIDUAL – IT IS NOT CLEAR HOW TO EVEN BEGIN TO APPLY BLANKET RULINGS.

I wanted to understand, with the farmers at AgFest that joined me for a yarn, the practicality of the NPS's limits of pugging to a depth of 20cm on the West Coast, which is known for its challenges in farming with a 3 metre+ annual rainfall.

"We will have to pack up and leave! You simply can't walk across the paddock yourself after a decent 6-inch rainfall without pugging," said one. "We try to avoid pugging already wherever we can as we want to protect pasture to avoid spending money on re-grassing. We don't need them to tell us a measurement," said another.

By the last day of AgFest it was noticeably quieter within the farmer crowd. After three months of solid rain it had cleared and the farmers could finally get a tractor over their paddocks. When it comes to the rule that crops must be sown by October 1, the majority of farmers explained that they don't actually do winter cropping as they don't have the window to get it back into new grass.

The government consultation process was described to me as non-existent and impossible to attend at the busiest time of year, so there was no wonder 67 per cent of voters in our poll voted that they fear government regulations the most.

What makes New Zealand farming systems so complex is the uniqueness of each region right down to each farm type - the climate, soil structures and resources are so individual – it is not clear how to even begin to apply blanket rulings.

What makes me worry is hearing too many stories from farmers across New Zealand, not on how they interpret how the rules will affect them, but that the advice they are getting differs dramatically between farm advisors and council. I flippantly ask the CEOs and mayors of regional councils I speak to regularly on the show how they still have hair left with the task of interpreting the ambiguity of a rapidly written rule book.

From being involved with Will to Live, a nationwide tour focussing on mental health, I have observed closely that we farm with emotion. Logic is at the end of decision-making, but emotion is the driving force. Uncertainty is proven to be one of the biggest contributors to anxiety, and it is proven that the flow-on effect is paralysing indecision. This is an ironic and unhelpful outcome for a Government wanting farmers to embrace change.

New Zealand beef farmers are well-versed in 'why' their discerning consumer needs the added value of beef produced with the highest animal welfare and lowest environmental footprint. But I feel it's time to stop looking up to the Government and, instead, out to our fellow peers for the 'how'. The rise in catchment groups and action groups led by industry and community is encouraging.

I'm still hearing a lot of stories of older farmers saying, "I've had enough of this; I'm selling the farm", however an equal number of farmers - younger or corporate - see opportunities in this attitude that has arisen as they have worked out how to harness their emotions and carve a path in an imperfect world.

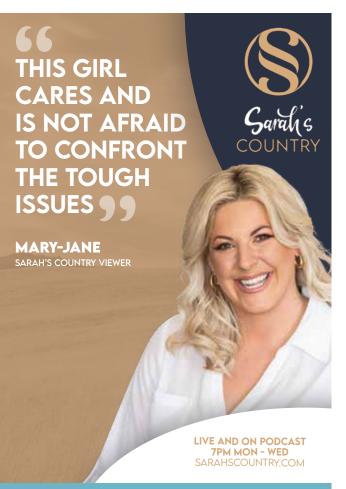
A farmer said to me recently that he can recognise what he can and can't control and he is making the best decisions that he can with the information that he has.

On Sarah's Country, I feel I have tapped into a world of optimism in the face of adversity and I am left feeling more hopeful after every show from the guests that bring such powerful messages about how they are embracing change. What I have learnt in 2020 is that a sense of participatory community around a challenge is so robust.

If Covid-19 has taught our human race anything, I'd love to believe that this participatory community will form the ingredients of the next generation of successful business people - including our farmers and growers. There is a sense of 'new' power brewing from the ground up, enabled by peer coordination and the agency of the crowd.

Consumers are embracing the model of new power that is defining our society and reinforcing the human instinct to cooperate (rather than compete), by rewarding those who share their own ideas, spread those of others, or build on existing ideas to make them better. They feel satisfied when they feel consulted, listened to and have a feedback loop.

I hope 2021 is the year we stop looking up for top-down 'positional' leadership and look around us for the 'how'.



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For some overseas consumers of Angus beef, 'quality' means more than taste and texture, according to recent research. These consumers are willing to pay a premium if they are confident the beef has been produced well, with the impacts of production on the environment of particular importance.

Integrating value chains

The research, funded by the Our Land and Water National Science Challenge in a programme called Integrating Value Chains, was led by Professor Paul Dalziel of the Agribusiness and Economics Research Unit at Lincoln University. Its aim was to help New Zealand producers receive the full value for their quality food and beverages.

"Meeting consumer expectations such as environmentally sustainable production requires science and industry to work together in identifying what consumers expect and are willing to pay for, and in turn ensuring the producers fulfilling these expectations are rewarded," says Professor Dalziel.

Angus New Zealand 2021

This is important for creating greater returns for farmers facing environmental compliance costs.

"Targeting global consumers who want both the physical and production attributes New Zealand products such as Angus beef offer can help farmers offset the increased costs they're facing in looking after the natural environment. While these costs improve the legacy for future generations, they're potentially also an investment into greater returns in the marketplace.

"We're interested in understanding the overseas consumers for whom premium quality doesn't mean just great taste, texture and appearance, but includes the way we look after our environment, our animals and our communities. How do our production systems have regard to the impact of our activities on climate change, waterways and the like?"

These types of attributes, which cannot be physically perceived by consumers, are known as 'credence attributes', because they have to be taken on trust at the point of purchase. Credence attributes are at the front and centre of the research.

Important examples of credence attributes are sustainability, animal welfare, community wellbeing and cultural authenticity. In New Zealand narratives around cultural authenticity can be



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linked to production by Māori enterprises and by family farms. For overseas consumers this authenticity represents a passion for the product and care for the environment, animals and local community.

From volume to value

Industry leaders such as Te Hono and the Primary Sector Council are urging New Zealand producers of food and fibre to move from volume to value. The research supports that call by looking at how New Zealand agribusiness can govern global value chains that create value for overseas consumers, and capture some of that increased value in the form of greater returns for local producers.

Integrated value chain research is relatively new in New Zealand and started around five years ago following Lincoln University's Professor Caroline Saunders' research into food miles. Professor Dalziel explains that New Zealand's economic prosperity was founded on our efficient supply chains.

"We have an excellent reputation for supplying quality food and fibre to distant overseas markets, on time, to specification and in an economically efficient way. But these supply chains ended with the importers of the product, so we didn't have direct contact with the final consumers."

In contrast, a value chain is driven by the values of the final consumer, whether in New Zealand or overseas. It aims to deliver a quality product to consumers targeted because they value all the attributes of that product. Some of that increased value must come back to producers.

This is not easy. A global value chain from New Zealand to overseas consumers can be lengthy and involve many links and diverse cultures. In successful value chains, information travels from producers to consumers and vice versa, and the qualities valued by final consumers are protected at every link in the chain. A key insight from the research is the importance of shared values along the chain for encouraging collaboration, co-creating value and solving challenges.

"Zespri is an outstanding example of a successful integrated value chain. They produce fruit to meet consumers' tastes, but also to meet their desires for biodiversity and minimised spray and water use in orchards. By profiling these additional attributes, Zespri attracts the greatest value from overseas consumers, which they can share with orchardists and packhouses in New Zealand."

New Zealand Trade and Enterprise and industry organisations such as Beef + Lamb New Zealand (see 'Targeting conscious foodies' case study) have used results from the research to strengthen New Zealand's country-of-origin profile for quality food and fibre products in overseas markets. Modern technologies mean there are new opportunities for providing overseas consumers with reliable information on environmental standards and other credence attributes.

Targeting 'conscious foodies'

T WR. C. MARTIN

An example of successful collaboration between science and industry is the launch of B+LNZ's Taste Pure Nature country-of-origin brand in 2019. This brand reached at least 640 million people in the United States and China in 2019-20, potentially earning New Zealand hundreds of millions of dollars per year.

In late 2017, B+LNZ commissioned Our Land and Water's Integrating Value Chains programme to research target markets in the United States and China. The research produced robust estimates of what consumers will pay for credence attributes of New Zealand beef. It found the potential to achieve a 20 per cent price premium in the US market, or an extra \$238 million in export returns per annum for the sector.

The research also identified credence attributes important to different market segments, which could be linked to on-farm practices for adding value. Consequently, the Taste Pure Nature brand builds on the New Zealand Farm Assurance Programme (NZFAP), which delivers trusted and authentic origin, traceability, food safety and animal welfare standards to global consumers. There are now more than 2,500 NZFAP-assured farms.

Based on this and other research, B+LNZ identified a premium market segment it labelled 'conscious foodies'. With levy payer support, B+LNZ developed the Taste Pure Nature brand to highlight New Zealand's quality beef and lamb products produced with care for animal welfare and the natural environment.

Taste Pure Nature launched in California in March 2019, with activities highlighting the qualities of New Zealand grass-fed beef and lamb. These included a Good Morning America segment with chef George Duran (72.5 million online and social reach), an influencer trip to New Zealand (social reach >40 million with >126,500 engagements) and a sustainable living survey (>102 million impressions).

Taste Pure Nature launched in China in May 2020 through 200 supermarkets and China's two biggest e-commerce platforms, TMall.com (340.8 million daily unique visitors) and JD.com (85.2 million daily unique visitors).

B+LNZ reports improvement in the US for every key metric it is tracking for consumer awareness and preference for New Zealand grass-fed meats. This demonstrates that New Zealand producers and processors can work together to provide consumers with evidence supporting a product's claimed attributes, improving market access and delivering value to consumers.

RESEARCH AND DEVELOPMENT: UNDER THE SKIN

Rewarding sustainable practices

The ultimate test of global value chains from a local perspective is whether they capture higher returns for agri-food producers. This is an essential element if the transformation of New Zealand's primary sector from volume to value is to be successful.

Our Land and Water has launched a new research programme to address this issue, called Rewarding Sustainable Practices. The Agribusiness and Economics Research Unit at Lincoln University is also leading this research, working alongside four industry partners as they each develop a new value chain for a New Zealand landbased product.

Professor Dalziel explains: "Previous research has identified characteristics of successful value chains, such as shared values along the chain. We now want to know if those characteristics can contribute to designing a new value chain from scratch. Can the success of Taste Pure Nature be transferred to other products?"

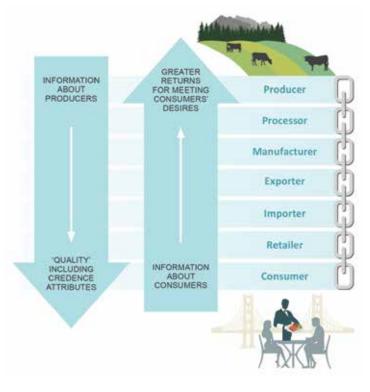
The aim is to produce actionable insights, based on better understanding of important market segments in particular countries, such as the 'conscious foodies' segment. The research is delivering knowledge on what particular consumer groups are willing to pay for particular attributes ranging from grass-fed to culturally authentic.

The programme has created an online data portal, where producers can explore for themselves data from the research on international consumers. Anyone can access this portal without charge at www.sustainablewellbeing.nz/aeru-data-portal.

Professor Dalziel says the outlook for New Zealand red meat producers is exciting.

"With growing consumer awareness of the demands red meat

Angus beef value chain



makes on the environment, and the move from daily to special occasion consumption, the demand for a quality product that is ethically produced can only grow. New Zealand is exceptionally well placed to increase value by profiling the way it is producing quality products."

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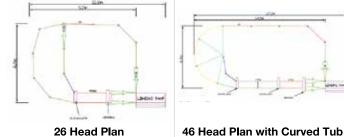
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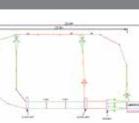
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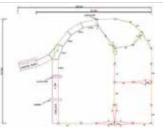
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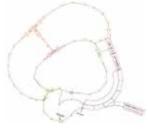




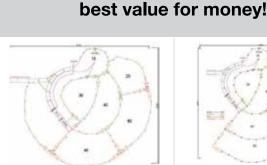
89 Head Plan



100 Head Plan



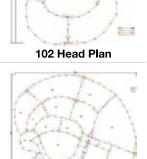
160 Head Plan



260 Head Plan

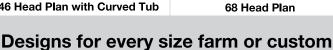
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Bulls sired by: Taimate Mako L26 Matauri Ranger L362 Mt Mable Rock 1649 Waterenui M3 Tangihau Kaino H29

Taimate Mako L26: 3/4 brother to Taimate Lazarus L12

Contact - Brian & Sharon Sherson: Ph 07 895 7686, Email b.sherson@xtra.co.nz Rob & Tracy Sherson: Ph 07 895 6694, Mobile 027 230 8230 www.shianangus.co.nz / Follow us on

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ON FARM BULL SALE Monday 20th September 2021 - Yearling & 2-Year Bull Sale

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 Fraser
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 85
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with Horseradish Crème Fraiche

WE LOVE THIS COMBINATION OF BARBECUED SIRLOIN AND HORSERADISH CRÈME FRAICHE. SERVE ON CRISP SEED CRACKERS OR STORE BOUGHT BLINIS.

Prep: 15 mins | Cook: 6 mins | Serves 20

Ingredients

Beef

- 2 x Angus sirloin steaks (about 3cm thick)
- oil for rubbing

Horseradish crème fraiche

- 1/2 teaspoon Dijon mustard
- 2 teaspoons horseradish cream
- 1/2 cup crème fraiche
- grated zest of 1 small lemon

To serve

- 1 packet seed crackers
- a few small radicchio leaves, torn if large or other small salad leaf of your choice
- 1 punnet snow pea sprouts, green part only

Method

Heat a barbecue grill until hot.

Beef

Rub sirloin steaks with a little oil. Place on the hot barbecue grill and cook for 3-4 minutes on each side for medium rare beef. Remove from the grill to a plate and season. Cover loosely with foil or baking paper and a tea towel and leave to rest for at least 5 minutes.

Horseradish crème fraiche

Place all the ingredients in a bowl and whisk to combine. Season with salt.

To serve

Slice the sirloin steaks very thinly across the grain. Spread seed cracker with a little of the horseradish cream, top with a piece of radicchio and place on two slices of sirloin steak. Finish with a few snow pea sprouts.

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ANGUSPURE SPECIAL RESERVE sales surge during COVID CHAOS



The Covid-19 global pandemic did not stop consumers demanding premium quality beef on their plates in 2020. If they could not go to a restaurant and dine on it in person, they bought it and cooked it themselves, according to a Kiwiborn chef and AngusPure promoter on the ground in the United States. AngusPure Special Reserve

(APSR) United States sales manager Gwithyen Thomas has continued working with retail and food service clients in person throughout Los Angeles and via video conferencing platform Zoom at a regional level. He says APSR sales have not fallen behind throughout the United States in the past 12 months, in fact the opposite has occurred.

As well as restaurants becoming adept at providing outdoor seating areas and takeout meals, APSR was popular with a wide range of eateries and dishes, including the famed Rocker Bros. Meats, who has been using diced APSR in its bakery pies.

Gwithyen says APSR retail sales increased 40 per cent in January, partly due to a countrywide 'stay at home' order. Outlets were running special promotions, such as Fish King in Los Angeles and its 'Surf & turf' package, which combined a lobster tail and APSR fillet.

Gwithyen has also been working alongside the Muslim community in Utah, with one of the clerics there planning to open a halal certified butchery in 2021. Gwithyen has high hopes that APSR will be its flagship product.

Gwithyen says one of the biggest movements of APSR in the

United States in 2020 was the relationship developed by distributor Broadleaf Game with online outlet Crowd Cow. Crowd Cow has devised an alternative to the current meat commodity system by taking the guesswork out of meat product origins. Crowd Cow lets consumers know exactly where its food products come from, creating a meaningful connection between the customer and the farmer producer.

Crowd Cow markets itself as the place for high quality craft beef and meats from farms and ranches around the world, only sourcing products from farms the company knows personally. Its philosophy is that consumers who know where and how their meat is raised can make better decisions for themselves and their family's health.

AngusPure is proud to be involved with Crowd Cow and it seems its customers are stoked too, with a sell-out status on all cuts. Crowd

Cow simply can't get in enough APSR to cater for the demand.

It seems consumers in the United States are clawing at their keyboards to get their hands on some of New Zealand's finest grass-fed and pasture-raised beef.

As the Covid-19 vaccine is slowly rolled out, Gwithyen says he expects to see ASPR sales continue to grow in the United States, as retail demand increases and everybody begins dining out again.





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STORY AND PHOTOS BY RUSSELL PRIEST

THE BEVERIDGES ARE NOW TOTALLY FOCUSED ON BREEDING ANGUS BECAUSE SIMON BELIEVES THAT'S WHAT FINISHERS WANT AND MAINTAINS THIS IS LARGELY DUE TO THE HIGH PROFILE OF THE ANGUSPURE BRAND.

In spite of farming in a summer-dry environment, Liz and Simon Beveridge of Mangapari Station, Martinborough, are adamant their predominantly Angus breeding herd is essential to their sheep and beef breeding, finishing and store operation. The herd has a key role in pasture management.

"The success of our business depends upon selling as many of our marketable stock early before it gets dry and having a class of stock that is capable of dealing with low-quality pasture," says Simon.

"Our motto is to sell early or late."

With 75 per cent of their sale lambs sold store by early December, together with 150 yearling and two-year-old steers, pressure suddenly comes off pastures often resulting in an explosion in growth. Two of the most important roles of the cow herd are to control this growth and tidy up pastures over the winter.

"Our annual pasture growth pattern fits well with the feed requirements of a breeding cow herd and our extensive hill country, that is quite broken, normally provides plenty of cow tucker."

The breeding cows have been run for a long time and have become indispensable.

"Steers will do a reasonable job of maintaining pasture quality,

however they struggle when it comes to cleaning up roughage," says Simon.

"There's always roughage to clean up on our place and after weaning in mid/late March, I don't even count the cows as stock units because they are eating feed that no other stock class will touch and thriving on it."

The durability of Angus cows is one of the more important traits of the breed according to Simon.

Their operation used to run a hybrid herd achieved by crisscrossing between Angus and Hereford.

"That was in the days when Angus were too small and introducing Hereford gave them more size, however that has changed since the Angus breed has got bigger."

The Beveridges are now totally focused on breeding Angus because Simon believes that's what finishers want and maintains this is largely due to the high profile of the AngusPure brand.

The Beveridges' farming business includes 1500ha (1400ha effective) Mangapari Station, 1200ha of which Simon farmed with his brother before buying him out in 2010, and a 125ha flat block at Dyerville, about 6km south of Martinborough.



The two properties complement one another with the former being a predominantly hill country sheep and cattle breeding unit and the latter a flat contoured block running down to the Ruamahanga River with about 50ha of stony soils ideal for wintering cattle. Finishing and accommodating surplus stock over the lambing and calving period on Mangapari is another of its roles.

The original 1200ha long (9km) and narrow Mangapari block, which Simon's father bought in 1980, only had 16 paddocks. A large development programme involving tracking to improve access, the installation of a water scheme (sheep getting stuck in dams was a major problem) and many kilometres of sub-divisional fencing has resulted in paddock numbers expanding to 120. The addition of 320ha of adjoining land eight years ago has turned Mangapari into a more balanced block in terms of contour and improved its workability.

Soils on Mangapari are a mix of sandstone, mudstone and clay and receive about 1000mm of annual rainfall mainly from the south. While weather from this direction can be cold because of the station's low altitude, the low temperatures don't persist for long. The area is notorious for its strong, drying westerly winds which are used by a nearby wind farm to generate electricity. Mangapari's cattle policy is to calve down about 310 Angus females including R2 heifers. All the progeny are wintered on the hills on grass with the better half (more Angus types) of the steers being sold as yearlings. The rest are carried through a second winter and sold on the spring grass market as two year olds.

"We have killed 30-month steers in the past at about 300kg CW average with half being killed before Christmas and the other half in February/March. By selling them on the spring grass market we get rid of them earlier saving grass for other stock while getting about the same average price."

Last year the first cut of yearling steers straight off the hills weighed 340kg on sale day and made \$1,300. This year they have wintered better and were transferred to the Dyerville block in early spring and should be about 380-390kg on sale day, according to Simon.

The two-year-old steers weighing in at 580kg LW were sold on the spring grass market this year for \$1,680. Surplus heifers are killed as two year olds and generally average 260kg CW.

"Our trading stock make our business more resilient by acting as a safety valve and a buffer for our capital stock allowing them to perform at an acceptable level," says Simon.



ON FARM WITH ANGUS

Winter lambs, being the 25 per cent of the sale lambs not sold in early December, form part of the trading stock along with the steers and trading heifers.

Mangapari winters the R1 heifers until early/mid-June when they are transferred to Dyerville and break fed on kale until spring.

About 70 15-month heifers are mated on November 25 to low birth-weight EBV bulls at a minimum weight of 320kg but Simon says they are usually about 360-370kg. Any dries (usually 5-6) are killed as two year olds along with the other heifers that don't meet the cut.

"We push our heifers along as much as we can however our dry summers normally mean they get a growth check over this period."

The R2 in-calf heifers spend their second winter out the back of Mangapari set stocked among the two-tooth ewes on saved pasture cleaned up by the breeding cows in the autumn. According to Simon they thrive under this regime.

Regularly supervised calving begins in early September on saved, break-fed pasture close to cattle yards near the front of the farm. Heifers are shedded out onto ad lib pasture as soon as the calves are mobile enough. Few calving problems are experienced with two assists this year. Assisted heifers are not culled unless they don't have a live calf.

Simon is particularly conscious when selecting his heifer bulls that he doesn't neglect growth, which is a trap some breeders fall into when buying low birthweight EBV bulls particularly if they are retaining their female progeny for breeding.

Mixed-age cows go to the bull in early December at a ratio of 45-50 cows a bull. The in-calf rate is high with the mating period being about $2\frac{1}{2}$ months.

"Being a very long farm we pull the bulls out when it's convenient and we're not concerned about the length of time they're out."

No formal policy for wintering the MA cows is followed except for the arrangement Simon has with a local farmer who grazes 50-100 of them over the winter regardless of the feed situation on Mangapari. Those that remain at home are used to clean up targeted paddocks remaining in these for up to two weeks.

Calving starts in mid-September scattered among lambing ewes at no particular stocking rate on covers of about 1400kg DM. Stress levels on the cows at calving time are minimised so as to avoid any metabolic problems, of which there are generally none. Cow mortality rate is low at about 1 per cent.

Not averse to shutting up areas for short periods of time to generate covers if he has the opportunity, Simon often uses his internal laneway system to achieve this.

Calf weaning generally occurs in mid/late March after which the cows are put to work earning their keep.

Mangapari buys most of its bulls from Angus Thompson (Dandaloo Stud) with its most important selection trait being temperament followed by soundness.

"My aim when working with cattle is to chase them around, not be chased around," says Simon.

In more recent years Mangapari's selection policy has been to target bulls that will sire good store cattle. His focus is on moderate birth and rapid early growth incorporated in animals that are deep bodied and of moderate size.

Mangapari's sheep population includes 6200 Wairere Romney ewes docking 145 – 150 per cent and 1000 lambing hoggets (generally mate 1200). Simon's sheep policy focuses on maintaining



a young breeding flock, early mating (beginning of March) all two tooths, B-flock ewes (400-500) and about 200 older ewes to "thick", early-maturing Suffolk rams. This enables him to get rid of a high percentage of the saleable lambs before Christmas and carrying those not sold (1300-1400) through as winter-trade lambs.

"We find the type of Suffolk rams we use not only produce excellent, fast growing, early maturing lambs but also leave them well marked so there's no breed confusion."

Last year 7000 lambs were sold by the first week in January at an average price of \$125.

Mating all two-tooth ewes to terminal sires sorts out any ewes with undesirable traits before they get a chance to pass their genes on to future breeding stock.

To exploit hybrid vigour and reduce the incidence of tailend lambs from the Romney flock and hoggets, Suffolk rams are introduced $3\frac{1}{2}$ weeks after the beginning of the mating period.

Another of Mangapari's summer management strategies is to graze the smallest 500 Romney ewe lambs off the property for about a year, from lamb shearing in January to the following December.

"Our various dry-summer strategies coupled with our modest stocking rate at 8SU/ha means our animals are able to perform reasonable well over the summer period."

The Beveridges are ably assisted in their business by stock manager Gerald Cox, a single shepherd Tom Pinfold and a part-time casual worker Rob Hooper.

Oregon Angus



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Sires of this year's sale bulls















Jared Briggs, Elle Perriam and Harry Faas

Umbrella Range

20

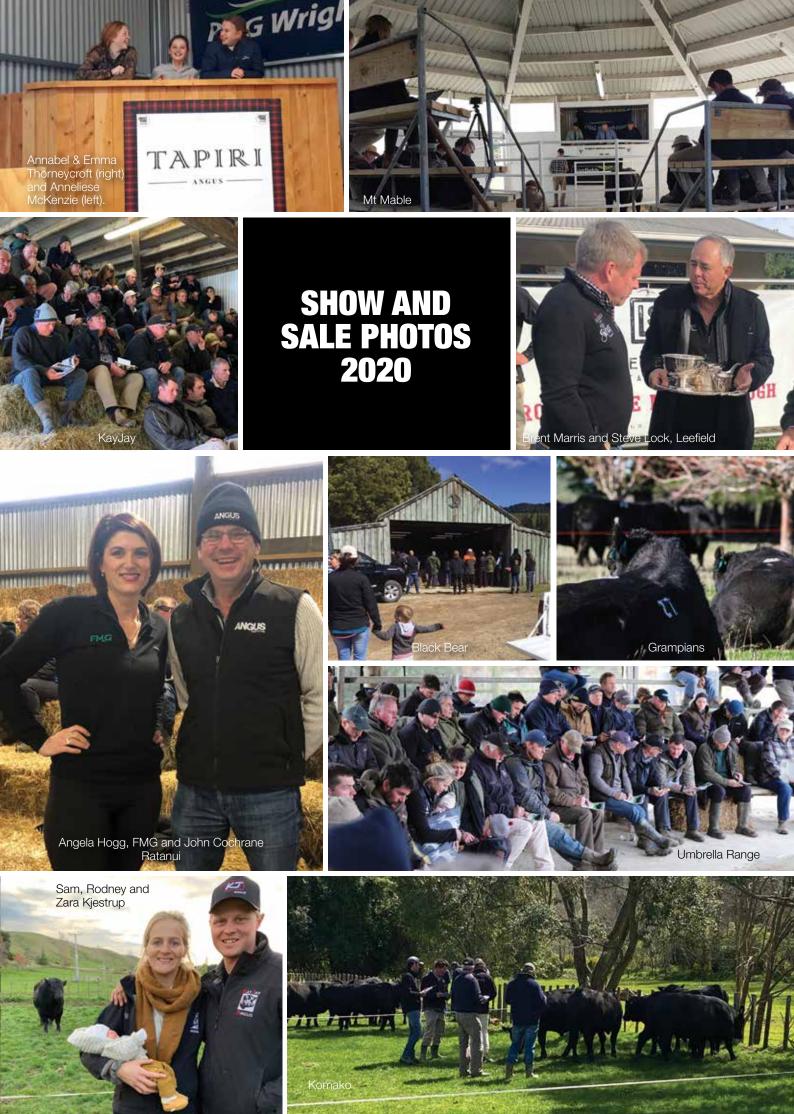




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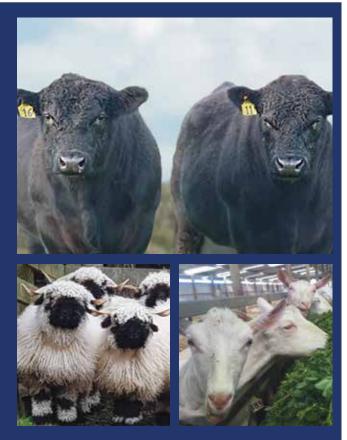
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NEOGEN AND ANGUS GS taking Kiwi breeders to the next level

The Angus GS genotyping bundle is taking genetic improvement in New Zealand's Angus herd forward in leaps and bounds, with new updates to the DNA technology adding 22,000 more markers to the test.

The Angus GS DNA test was first released in New Zealand in August 2019 through a partnership between Angus Genetics Inc. (AGI), Angus New Zealand, PBB and NEOGEN Australasia.

The test is designed for seedstock cattle and assesses their genetic makeup at thousands of locations across the animal's genome (known as SNPs or single nucleotide polymorphisms), with the resulting genomic information incorporated into the TransTasman Angus Cattle Evaluation (TACE) to calculate Estimated Breeding Values (EBVs) for a range of economically important traits.

The new content, representing an increase in density from 49,000 to 72,000 SNPs, includes the addition of markers that are particularly relevant to the economically important traits of calving ease, birth weight, marbling and female fertility. This additional content includes SNPs that have never been part of any commercial genotyping test until now.

Developed in partnership with the scientists at AGI, the Angus GS bundle also includes parentage verification, with the capability to conduct "add-on" testing for all four Angus genetic conditions as well as mannosidosis.

"It's been an exciting period watching people use that data from the Angus GS test to make progress in their herd and we are really proud of the results we've been able to deliver for Angus breeders throughout New Zealand," says Sarah Buttsworth, NEOGEN sales and marketing manager.

"It's a huge team effort as while we are receiving samples and running tests in our labs, we are also working with AGI which developed the test, and PBB who deal directly with producers. This partnership has allowed us to put this powerful genetic testing tool into the hands of producers and we are seeing some amazing progress thanks to that partnership approach."

Using cutting edge and innovative technologies, NEOGEN provides reliable, rapid and affordable genomic information that helps livestock producers raise healthier animals and have more productive herds.

NEOGEN has been providing DNA testing solutions to New Zealand cattle breeders since January 2018, and in 2019 partnered with PBB New Zealand to ensure Angus breeders had access to in-country support as they embark on genomic testing programmes.

NEOGEN formalised its partnership with Angus New Zealand earlier in 2020 in a show of commitment by ensuring Angus breeders have access to the latest genomic tests, including the new Angus GS test. The first Angus GS test was unveiled by the American Angus Association in 2017 and was rapidly adopted by Angus breeders worldwide.

"What we have seen since the original launch is that Angus GS gets stronger as more producers come on board, so a big part of the success is the commitment of Angus producers to innovation," says Ms Buttsworth.

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ANNUAL BULL SALE DATE: Friday 11th June, 1.00pm





TAIMATE LAZARUS L12



MACKENZIE OF STERN

EARNSCLEUGH EDMUND 155322										
DIR	DTRS	GEST	BW	MILK	200	400	600	SS		DTC
+6.7	+1.4	-6.0	+3.2	+19	+41	+77	+97	+1.9	5	-6.8
CW	EMA	RIB	RUMP	RBY	IMF	SR INDEX	\$ AP IN	DEX \$	HDT	INDEX \$
+57	+6.4	+2.3	+0.8	+0.3	+1.8	+\$135	+\$:	155	+	\$124

EARNSCLEUGH SPANIARD 166361 (SV)									
DIR	DTRS	GEST	BW	MILK	200	400	600	SS	DTC
+8.3	+7.4	-6.5	+1.6	+15	+42	+78	+99	+1.9	9 -6.3
CW	EMA	RIB	RUMP	RBY	IMF	SR INDEX	\$ AP IN	DEX \$	HDT INDEX \$
+53	+5.9	+1.2	+1.3	+0.1	+1.4	+\$144	+\$:	169	+\$129

LD CAPITALIST 316 (IMP USA)									
DIR	DTRS	GEST	BW	MILK	200	400	600	SS	DTC
+12.6	+10.9	-4.2	+2.0	+14	+51	+92	+114	+1.3	3 -1.6
CW	EMA	RIB	RUMP	RBY	IMF	SR INDEX	(\$ AP IN	DEX \$	HDT INDEX \$
+74	+8.8	+0.7	-0.2	+0.2	+2.1	+\$135	5 +\$:	188	+\$150



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Top Photo: On Farm Panorama

At A Glance



The advantages of TSUs are:

- Processed six times faster than hair*
- 99 per cent success rate*
- Half the failure rate of hair*
- More efficient on farm
- Reduces the chance of a sample mix up
- Limits potential for sample contamination
- Consistent sample size and quality
- Less double handling of samples
- All in one solution
- Can be used for BVD testing

*on average, may vary depending on test requests and times of year, etc.

The process of collecting a TSU is straight forward, but it does require the right collection equipment.

TSU collection is different to ear notching as each TSU tube contains a liquid buffer solution that preserves the sample.

To get started you'll need an applicator (this holds the TSU tube). The TSU sits in the small, grooved cup and is held in place by a pair of spring-loaded clips. By squeezing the handles of the applicator together, the applicator will pick up the TSU cutter, remove the red connector and you're ready to sample.

You will need an individual TSU for every animal you wish to sample. TSUs can be purchased in boxes of 10 or 100.

They are designed as a complete unit. Every animal gets its own cutter to reduce chances of contamination and the TSU vial self-seals as you take the sample.

No two TSUs carry the same barcode. It is important to record the TSU barcode AND the animal ID as you collect samples - these are provided to PBB for DNA orders.

TSUs and TSU applicators are available from PBB.

TSUs: making testing easier

The key to NEOGEN's fast and consistently high-quality test results is how DNA samples are collected on farm by producers, with the industry-leading method the Tissue Sampling Unit (TSU).

TSUs enable DNA analysis using 'single-step evaluation', which combines pedigree, performance and genomic (DNA) information for a complete multi-trait TACE analysis of birth, growth, fertility, carcass and feed intake traits.

Angus is one of only a handful of breeds currently undertaking this style of testing.

In a single-step evaluation, genomic information now contributes to EBVs and accuracy calculations for genotyped animals and their relatives.

This means that EBVs calculated in a single-step evaluation are a step ahead of those generated in a "standard" analysis.

However, it also means it is still important for breeders to submit as much performance recording as they can.

	Updated Angus GS SNP Profile
Price	\$45 + GST
Testing turn-around time	4 – 6 weeks
Sample types accepted	Hair, semen, tissue (TSU)
Parentage verification 1	Included
Included in TransTasman Angus Cattle Evaluation	Yes
Number of SNPs	72,669
Availability of add-on tests	 Yes - A bundle option is available that includes 75K profile plus: genetic defects DD/NH, AM/ CA and mannosidosis Parentage All for \$70+gst NZD BVD additional \$7 NZD
	with the bundle.

From cattle to sheep

It is no secret that many Angus breeders in New Zealand also breed sheep - the good news is that NEOGEN is a 'one-stop-shop' for genetic testing in both species.

The most economic DNA test for sheep, the GGP Ovine 50K, is now exclusively available to New Zealand sheep breeders through PBB and NEOGEN.

While there are other 50K sheep DNA tests available in the marketplace, they come at a cost of more than \$100 per test compared to PBB's cost of \$29/test. Another advantage offered by PBB and NEOGEN is a four-six week turnaround time and a dedicated DNA team who are processing samples on a daily basis.

The NEOGEN genotyping platform, the GGP Ovine 50K, is also run on the single-step evaluation system and includes SNPs for the full range of productive genetic traits, from birth weight to growth rates, fat cover to fibre diameter, and eating quality.

The NEOGEN GGP Ovine 50K DNA test also provides sheep breeders with parent verification as well as evaluation for the following rare hereditary disorders:

Yellow fat gene test

- Fecundity gene test
- Booroola gene test
- Microphthalmia gene test
- Loin muscle gene test

Continuous innovation at NEOGEN

NEOGEN works hand-in-hand with producers and breed societies to continually improve and develop customised genomic solutions that are practical and profitable.

NEOGEN's Animal Safety Division is also developing a variety of animal healthcare products, including diagnostics, pharmaceuticals, veterinary instruments, wound care and disinfectants, while NEOGEN's Food Safety Division markets a range of tools and test kits to detect foodborne bacteria, natural toxins, food allergens, drug residues, plant diseases and sanitation concerns.

The Angus GS SNP Profile test is available from PBB for \$45 + GST. Further advice and assistance is also available from staff at PBB on 06 323 4484 or email dna@pbbnz.com or visit www.pbbnz.com.

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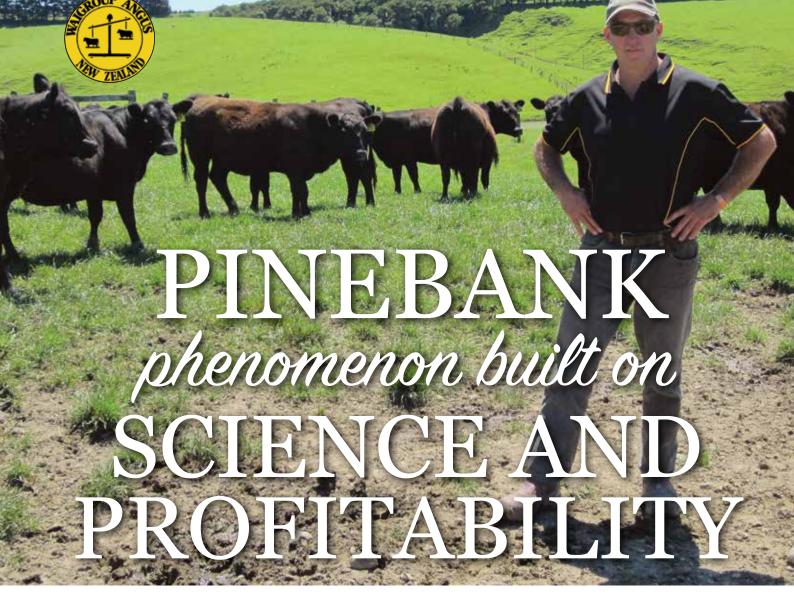
So if you want a bull that might outlive your dog, we'll see you on the 29th for some steak and chocolate log



Annual Sale 3.30pm | Tuesday 29 June 2021 Spring Sale 1pm | Wednesday 22 September 2021

PAUL & SARAH WILLIAMS

Constant Co



STORY AND PHOTOS BY RUSSELL PRIEST

Willie and Angela Falloon of Pinebank Angus, in Martinborough, are not your usual stud Angus breeders, being strongly commercially focused on farm profitability and all the opportunities it creates.

From managing the 483.5ha (430ha effective) family farm Taumaru in 1996 to leasing it in 2002 and finally purchasing it in 2003, along with the Pinebank Angus Stud, the business, now trading as WPE Falloon Ltd, farms about 20,000 SU and achieves a 13 per cent internal rate of return. All this has occurred in just 15 years.

Along the way 880ha of neighbouring property has been purchased, investments have been made in a large scale South Island farming business, equity partnerships have been formed both in New Zealand and overseas and Pinebank genetics have been exported to both Canada and the United States with a branch of the stud being established in the latter. The stud also won the prestigious Wairarapa Sheep and Beef Farming Business of the Year title in 2017.

Willie concedes all this would not have been possible without his wife Angela's considerable contribution as a second income earner working for 17 years as a foreign exchange dealer for the BNZ Bank in Wellington. What also makes them different is that they are also members of the well-known Waigroup Angus breeding group which also includes Joe and Shaun Fouhy and a herd of 700-800 cows. Genetics is regularly shared between Pinebank and Glanworth studs.

The other unusual but not unique feature of the Pinebank herd is that its bloodlines are almost entirely of New Zealand and Scottish origin.

"The only reason we've introduced some American genetics is to improve our genetic linkages because without these our TACE figures were being hammered," says Willie.

According to him these figures have improved substantially since the linkages have been strengthened – even more than he expected.

Pinebank Angus was established in 1919 by Willie's grandfather, the late Henry Falloon, with the purchase of three cows. Today's cow herd originates from old Scottish and New Zealand bloodlines with only a splash of recent American blood.

After Henry's death his son Gavin took over the reins. In spite of the national trend to produce increasingly smaller, more compact cattle, his objective was to produce bigger boned, rugged cattle to meet the requirements of East Coast hill country farmers.

In 1956 Gavin Falloon embarked on a trip to England visiting



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Pinebank Sales by Private Treaty: June and October Glanworth On-Farm Auctions: 2-year Bulls June 24th at 2:30PM Yearling Bulls October 7th at 12 noon

VISITORS & ENQUIRIES WELCOME

PINEBANK Established 1919 — Willie Falloon PH: (06) 372 7041 E: falloon@xtra.co.nz GLANWORTH Established 1952 — Shaun Fouhy PH: (06) 376 8869 E: glanworthfarm@gmail.com Joe Fouhy PH: (06) 376 7324 E: glanworth@farmside.co.nz

www.anguswaigroup.co.nz



and talking to many English and Scottish Angus breeders. During these conversations he realised the most successful herds were "line bred", so upon returning to New Zealand he set about looking for a breeder whose breeding programme appealed to him based on what he had learnt in the United Kingdom. This search led to him purchasing the bull "Escort of Ngawaka" who was line bred to Embassy 5th. He had been the best breeding son of Mulben Embassy who was regarded as one of the best bulls imported into New Zealand at that time.

Escort was an aged bull and because Gavin could not find a replacement for him he began studying genetics to make the best use of Escort before he died.

These studies led him to a research geneticist Dr. T.S. Ch'ang at Massey University who, after five years of persuasion, agreed to help Gavin put together a breeding programme.

In 1965 the Pinebank herd was closed and in 1967 Gavin was approached by three other Angus breeders Pat Fouhy (Glanworth Stud), Graham Bendall (Nirvana Stud) and Bill Clinton-Baker (Tupurupuru Stud) to join the programme to take advantage of Dr. Ch'ang's work. This led to the formation of Waigroup Angus under the stewardship of Gavin with the objective of raising the efficiency of Angus cattle.

Pinebank Angus to date has produced three internationally renowned sires: V53 of Pinebank SN 1021 was the first Australasian Angus reference bull acquitting himself particularly well in Australia, being the top rank bull there for 10 years; Waigroup 1/80 was progeny tested in America where he distinguished himself with a ranking in the top 5 per cent for carcase traits; and Pinebank 41/97, who now has progeny in 28 states in North America, four provinces in Canada and calves in South America, Australia and New Zealand.

Pinebank Angus aims to produce bulls that sire efficient, sound, deep bodied, well-fleshed, robust, long-lived hill country cows, as well as producing easy calving bulls for the dairy industry.

Eighteen years ago the Falloons started weighing their cows and calves at weaning. After making appropriate adjustments, each cow had her bodyweight expressed as a percentage of the weaning weight of her calf. The average herd figure was 42 per cent when the project started and is now 56 per cent with no reduction in cow bodyweight (the herd average cow bodyweight at weaning is 530kg at condition score 2). The figure for first calving heifers is 60 per cent because they are significantly lighter than the MA cows.

For 15 years the bottom 10 per cent of cows were culled based on their weaning weight performance. This figure has been reduced to 5 per cent for the last three years. Weaning weights have significantly improved as a result of this culling programme.

One of Willie's pet hates is livestock wastage, so it is not surprising the Pinebank herd has impressive longevity and fertility. The average weaning percentage based on cows to the bull over the last four years is 95.6 per cent (average 8 per cent twins), with the oldest cow being 18 and having had three sets of twins in her lifetime. Pinebank's average death and missing figure over this period was 1.4 per cent.

"Generating replacement females is an expensive exercise so we try and keep the figure to a minimum."

Being a commercially focused operation means calving dates are quite late with early spring feed preference given to lambing ewes. Mixed-age cows and 15-month heifers are all mated to yearling bulls





for two cycles with an 87 per cent conception rate for the first cycle. Bull-out dates are November 24 for the former and November 20 the latter. Any dry females are culled.

After mating, both MA cows and heifers are put to work grooming pastures for sheep.

"No cattle go ahead of sheep in this operation as I don't believe in having cattle too fat, cos it's inefficient."

In a dry summer calves are weaned early at 145 days of age (early-to-mid-February). Last year during the drought they were weaned at 162 days onto the hills with ewes under them and stayed there for $2\frac{1}{2}$ months.

Calves are yard weaned for $2\frac{1}{2}$ weeks on baleage then set stocked. This practice gets them used to being handled by humans.

Weaners are wintered together in two mobs (bulls and heifers) with about 120-130 in each mob.

"Running them together puts them under a fair amount of social pressure and exposes the tail end."

rebreeding rate of the younger cows with only one empty out of 70 last year. The average dry rate of the MA cows is around 1-2 per cent.

"We always seem to get phenomenal rebreeding rates in dry years. I believe it's the increase in sunshine hours that's responsible."

Heifers and cows are break-fed on saved pasture (1500kg DM/ ha) treated with causmag and shed out after calving. Calved heifers go onto ad lib grass as they are a bit light at calving while calved MA cows go onto restricted feed for about three weeks to prevent "udder blowout".

Calves are tagged, given a phenotypic rating and weighed at birth using a sling and clock-face scales while cows are udder and condition scored.

Any over-protective cows are not tolerated no matter how good they are.

"We calve about 350 cows on three different properties with staff and my children involved in the tagging and weighing process

PINEBANK SELLS ABOUT 80-90 YEARLING BULLS ANNUALLY ALL BY PRIVATE TREATY ON THE PROPERTY WITH ABOUT 30 GOING TO DAIRY FARMERS AND 50-60 TO BEEF FARMERS.

When selecting yearling bulls and heifers the tail end (15-20) is culled without reference to any figures.

Willie confesses his yearling heifer weights are only 260-270kg because they are treated as dry animals and have to work over the winter. However once the tail end is taken out they are preferentially fed to put on weight ready for mating. The cut-off mating weight is 300kg. A month after the bull has been out, a second culling is done to remove the "off types". This leaves about 100. It is only at this point that figures are used for the final culling.

Most of the figures used are generated via Dr.T.S. Ch'ang's breeding programme with more emphasis being placed on these than TACE figures.

The normal heifer dry rate is 4-6 per cent.

Heifers weigh between 470-480kg at calving with only occasional calving issues and go to the bull again at around 500kg. Last year 76 heifers calved delivering three sets of twins with two wet dries.

Wintering of MA cows takes place in two mobs following the ewes. Cows ten years and older are run with the first calvers while the rest of the MA cows form the second mob. This separation is to avoid herd bullying and seems to have a positive effect on the so aggressive cows are a health and safety issue. We have few problems."

Pinebank Angus females are subservient to and a vital part of a 5524 SU, strongly sheep-focused commercial breeding and finishing operation (Taumaru) run at 12.2SU/ha whose primary goal is production/ha.

"Our hard-working stud females allow our sheep to flourish in a difficult summer-dry environment," says Willie. "Our sheep performance would be nowhere near what it is without our cattle."

And flourish they do, achieving an average lambing percentage over the last four years of 157 per cent with 67 per cent of the lamb crop killed off their mothers at 17kg at an average age of 85 days.

Willie believes one of the reasons for their high sheep performance is their high 40:60 cattle to sheep ratio.

"Cattle not only maintain pasture quality for sheep but also act as vacuum cleaners for internal parasites. Our trading cattle also act as a safety valve for our capital stock."

Pinebank sells about 80-90 yearling bulls annually all by private treaty on the property with about 30 going to dairy farmers and 50-60 to beef farmers.

"We don't ask too much for them with dairy farmers paying about



\$2000 and beef farmers starting at about \$3000."

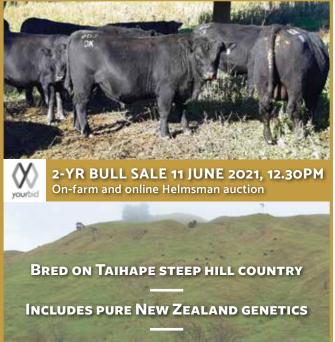
Willie believes the lower prices encourage bull turnover and repeat buying and the reason he can sell them at the prices he does is because of his low cost of production.

Seventy to eighty per cent of the bulls sold are bought, "sight unseen."

"We've got several clients who over the years have bought over \$100,000 worth of bulls and have never set foot on Taumaru. To me this is very reassuring because it means they have total confidence in me to select the bulls for them and are happy with the product."

Willie retains and uses the best 7-8 yearling bulls for one mating then on-sells them as two-year-olds while retaining the repossession and semen rights. He uses low birth EBV bulls over his yearling heifers, growth curve benders over his first calvers and a mix of the two over his MA cows.

Beef cow bulls (35-38) having higher birth and growth EBVs are also sold including 2-3 stud sires.



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PAUL & SUSANNAH REVELL 361 Okaka Road, RD1 Taihape 4791 E: paulandsus@inspire.net.nz Ph: 06 388 7519 f Okaka Angus "We're getting an increasing demand for pure New Zealand cow bulls because of the ruggedness of the females they leave. Most of these go down south."

Pinebank has a comprehensive five-year guarantee based on structural soundness for the bulls it sells.

Willie believes the most important decision a commercial bull/ram buyer makes when selecting sires is choosing the right breeder and this should not necessarily be the breeder who has the highest EBVs.

"If the breeding programme and farming environment of the stud breeder is not similar to yours you are unlikely to achieve the production you expect to achieve within your herd."

Willie is also passionate about sustainable farming practices. "If they're not sustainable, then I'm not interested."

He's also extremely keen on helping talented young people get into farming and one of the ways he is achieving this is through equity partnerships.

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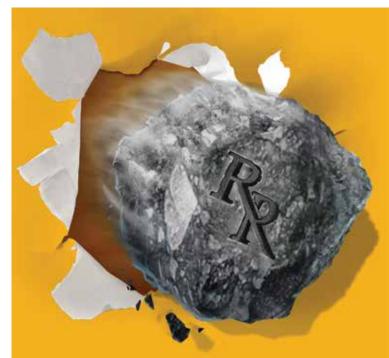


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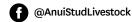
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What grazing cattle eat is crucial to human health and the environment

BY PABLO GREGORINI, PROFESSOR OF LIVESTOCK PRODUCTION, LINCOLN UNIVERSITY

Managing grazing livestock for food production can have dramatic benefits for the environment and for human health.

Grazing ruminants fulfil essential roles in ecology, agriculture and economies at many levels, including family, farms, regions and nations. They provide food, wealth and ecosystems services. However, pastoral livestock-production systems are under increasing social pressures and consumer scrutiny, particularly the environmental impact of farming, biodiversity and animal welfare. In this article, I will show that addressing these three concerns can also increase the health properties and integrity of edible animal products.

Diets affect environmental and human health. Shifting to highly processed foods has enabled 2.1 billion people to become overweight and increased incidence of type II diabetes, cardiovascular disease, and cancer. Relying on medical fixes instead of prophylactic strategies to promote healthy diets has been the norm, and if this continues, will add to a projected 80 per cent increase in greenhouse gas emissions from food production by 2050.

Industrial agriculture uses nearly half of the ice-free land on earth for crops and pastures, pollutes water sources with excessive loads of nutrients and biocides, and contributes approximately 25 per cent of the total greenhouse gas emissions from all economic activities. As human population increases, demand for milk and meat are increasing these emissions by agricultural practices dependent on fossil fuels and by converting grasslands and rangelands to crop and pasture lands, threatening many plant and animal species with extinction.

Some contend grain-based livestock production systems have less environmental impact than pastoral ones. While cattle begin their lives on pastures, nursing from their mothers and eating forages, only 4 per cent of young animals continue grazing while the other 96 per cent go to feedlots. On the other hand, under pasturebased (intensive) systems, the majority of animals continue grazing.

Feedlots, as well as intensive pasture-based systems, are characterised by controlled production practices that combine genetics, animal husbandry, and nutritionally optimised feeds and or monotonic swards and fodder crops to enhance and accelerate animal yield per unit of land. Compared with feedlots, some pastoral livestock production systems have markedly lower environmental impacts but intensive and simplistic pasture-based systems that require significant external inputs like synthetic fertilisation,









supplemental feed, or land conversion to grow monotonous swards and fodder crops have substantially greater environmental impact than feedlot systems.

When we turn to animal welfare considerations, the most used framework to assess animal welfare states the animal's welfare depends on the so-called 'five freedoms':

- 1. From thirst, hunger, and malnutrition
- 2. From discomfort
- 3. From pain, injury, and disease
- 4. To express normal behaviour
- 5. From fear and distress

Therefore, forced dietary monotony and tediously uniform feeding of simplistic grazing systems (as in intensive pastoral systems) by their very nature violate four (1-4) of the five freedoms.

No single forage has the perfect balance of nutrients equivalent to that found in a variety of forages. Animals grazing on a single and unbalanced monotonous forage may eat too much or too little as they attempt to acquire sufficient nutrients. Grazing is less enjoyable. The limited choice and lack of diversity also eliminates any sense of hedonic pleasure and may be a cause of stress in livestock.

Grazing has been described as a succession of meals structured around other activities, with those meals as building blocks of pasture intake. Viewed as a process, grazing is not that simple. Grazing is an arrangement of decisions, including trade-offs affecting short-term behavioural and physiological tactics and midterm strategies as the means by which animals acquire energy and meet needs for nutrients, medicines and comfort.

Recent scientific advances add new understandings in environmental, food, nutritional, ecological, behavioural and medical sciences. Changing day-time grazing patterns can alter ingestion, digestion and excretion behavior; grazing patterns can be tailored to animals' specific 'personalities' and needs, to overcome or enhance individualities; and grazing systems can be set up for carbon sequestration and soil regeneration, among other research findings.

Some claim the answer is to turn to a meatless diet, contending we must double our intake of fruits, vegetables, nuts, and legumes, and all but eliminate red meat from our diets to enhance human health and cool a warming climate. Some even champion plantbased meat alternatives as better for humans and climate. Such assaults, however, are not supported by rigorous scientific evidence. Nor do scientists agree that plant-based diets are necessarily better for the climate.

When the environmental impact of plant-based diets is calculated considering digestible amino acids, the building blocks of proteins required by every human cell, the environmental footprints of animal and plant foods are similar. Moreover, abandoning an omnivorous diet in favour of a plant-based diet would mean growing more commodity crops which, mainly due to high levels of soil erosion, contribute more (13.7 per cent) to greenhouse gas emissions than do domestic ruminants (11.6 per cent).

Let's keep in mind, anyway, that greenhouse gas emissions from grazing ruminants only account for less than 3 per cent of the total greenhouse gas emissions, with agriculture totaling 24 per cent, and livestock (including cattle, buffalo, goats, sheep, pigs, and poultry) only contributing 14.5 per cent to total greenhouse gas emissions (IPCC, 2019). Of that 14.5 per cent, 9.5 per cent is producing feed (mainly for livestock in feedlots) and processing and transporting animal products. The other 5 per cent of emissions from livestock is methane from rumen fermentation and manure.

The issue is further complicated by the use of labels, such as "grass-fed", "pasture-based", and "free-range", that consumers generally associate with a healthier product.

Grass-fed does not necessarily mean animals were grazing diverse swards with the opportunity to make up their own individual diet. The terms "grass-fed" or "pasture-based" can also mean animals were simply grazed on a monotonous sward in a repetitive and tedious grazing system, which is unlikely to result in a similar phytochemical richness and complexity as when animals are raised on pasture with access to a variety of different grasses, forbs, and shrubs.

Having options and eating a diverse array of foods is fundamental

GRASS IS NOT GRASS, THOUGH ... AND PASTURE IS NOT PASTURE... RED MEAT COMING FROM PHYTOCHEMICALLY DIVERSE PASTURES CONTAINS GREATER AMOUNTS OF BENEFICIAL SECONDARY PLANT COMPOUNDS.

for nutrition and welfare. Diversity of diet also makes grazing ruminants eat more, perform and feel better.

Variety is so important that bodies have built-in mechanisms that ensure animals satiate on foods eaten in a meal, which guarantees animals eat a variety of foods and forage in different locations. Variety enables animals to reap the benefits of ingesting various primary and secondary compounds, and it also enables individuality. Offering animals choices of forage allows each individual the ability to mix their own diet for individual production, health and hedonic pleasure requirements.

Plants are nutrition centres and pharmacies with vast arrays of primary (nutrients) and secondary (prophylactic, pharmaceutical and therapeutical) compounds. Health of livestock is enhanced when grazing phytochemically rich pastures, and is reduced when they are offered monotony or consume high-grain rations in feedlots, just like human health is reduced by consumption of highly processed and bland diets.

Recent randomised controlled trials demonstrate that the consumption of red meat as part of whole-foods based diets, such as the Mediterranean diet, does not negatively affect cardiovascular disease risk factors, which suggest that consumption of red meat as part of a nutrient-dense unprocessed diet may modulate risks associated with its consumption. This is in line with results from a recent meta-analysis of 36 randomised controlled trials that demonstrate consumption of red meat similarly improves circulating triglycerides and lipoprotein profiles as compared to control diets of fish, poultry and plant-proteins.

Archaeological and paleontological evidence of our hominin ancestors indicates that meat was already consumed at least 2.6 million years ago. Isotopic enrichment of human remains demonstrates substantial meat consumption amongst the earliest of the genus Homo.

Dating back 40,000-45,000 years ago, meat was consumed almost exclusively as red meat from wild prey, and later on from domesticated livestock. This raises the question: Why is a food that arguably made us human now considered a major cause of metabolic disease and mortality?

But then again, is all red meat the same? Modern pastoral

livestock production systems have changed markedly, moving away from raising livestock on phytochemically rich pastures towards intensive, simplistic and external input dependent (nitrogen and water) monotonous pastures. Such a change affects metabolic health and welfare of the animals profoundly, and in turn, the quality of meat products.

Researchers have found increased blood glucose and cortisol levels in feedlot vs. pastured beef cattle, which likely indicated impaired tissue glucose uptake and increased stress in the feedlot animals. This is consistent with studies of lambs, who displayed similar elevations in blood cortisol and stereotypical behavioural changes indicative of stress with dietary monotony. Metabolomic and gene expression analyses further suggested that these animals were under oxidative and physiological stress. Importantly, the metabolic phenotype of the feedlot animals shows similarity with the human metabolic syndrome, which is also characterized by increased oxidative stress, as well as elevated levels of blood glucose and cortisol.

While causality cannot be inferred, the link between consuming products from dietary stressed animals — that display characteristics indicative of metabolic syndrome - and its subsequent effects on human metabolic health is one that requires further examination.

The majority of studies suggest that pasture-raised, grass-fed meat and dairy contain higher amounts β -carotene, α -tocopherol, conjugated linoleic acid (CLA), a more favorable ω -3-to- ω -6 fatty acid ratio and saturated fatty acid (SFA) composition, and less total fat. All of this has been studied extensively for its ability to lower metabolic disease risk.

Grass is not grass, though ... and pasture is not pasture ... red meat coming from phytochemically diverse pastures contains greater amounts of beneficial secondary compounds such as glutathione (GT), phytanic acid, and also several terpenoids and phenolics that have anti-inflammatory, anti-tumorigenic, and cardioprotective effects upon ingestion. Antioxidant compounds can protect the beef from protein and lipid oxidation, which may impact protein digestibility and amino acid availability in humans, as well as lower the formation of pro-inflammatory compounds such as aldehydes.

Low-grade systemic inflammation - characterized by elevated

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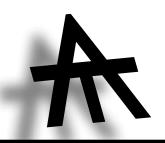
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levels of the cytokines interleukin-6 (IL-6), tumor necrosis factoralpha (TNF- α) and/or C-reactive protein (CRP) – participates in the development of metabolic diseases such as heart disease, cancer, type II diabetes, and arthritis. Importantly, cytokines are modulated in response to single meals with compounding effects on the progression of metabolic disease.

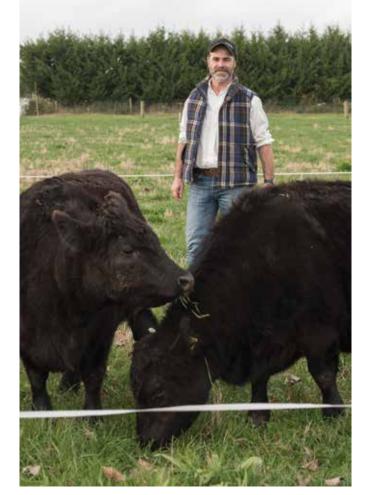
Increasing dietary phytochemical diversity and choices of forages for livestock, therefore, appears as an important strategy to prevent or treat metabolic disease in humans. However, further research and controlled experiments are needed.

The benefits to humans of eating biochemically rich meat coming from animals grazing phytochemically rich pastures are similar to, but distinct from, benefits realised by eating phytochemically rich herbs, spices, vegetables, and fruits.

To conclude, grazing animals in ways that enhance soil health, plant diversity and animal welfare, and provide other ecosystem services, would supply meat that is phytochemically and biochemically richer and arguably more nourishing for people. This, in turn, will not only help to alleviate societal pressures and the scrutiny of fanatics, but regain the social license to 'graze'.

Eating meat from animals grazed on phytochemically rich diets nourishes, satiates and perhaps cures us and the landscapes we all inhabit. Ultimately, we are not just what we eat, but what eat eats!

* Pablo Gregorini is a professor of livestock production and director of the Pastoral Livestock Production Lab at Lincoln University, New Zealand. § This article is an integrative summary of works, notes for an invited review article and ideas of Pablo Gregorini, Fred Provenza, Stephan van Vliet and Juan Villalba



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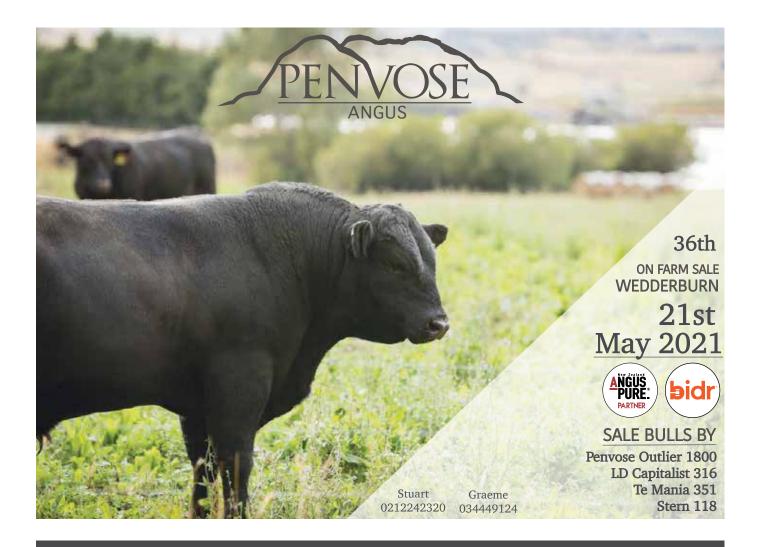
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BULL WALK THURSDAY **27 MAY** BULL SALE THURSDAY **17 JUNE**



If you grew up in New Zealand, you're bound to have fond childhood memories of eating Cobb Crunchies and drinking a Traffic Light while using the little red pencil to solve puzzles on the back of your placemat at Cobb & Co...

The funny thing is that the restaurants are still there, the service is still just as good and everyone that walks through the door still has the opportunity to add to those nostalgic feelings from years gone by.

The Cobb & Co stance on hospitality is to ensure everyone feels at home. Cobb & Co believes that everyone deserves to enjoy simple, fresh New Zealand food with family and friends, at an affordable price point.

Executive director Ben Gower says a vital part of Cobb & Co's success is building relationships with reputable partners within the food supply chain. He takes pride in serving up quality New Zealand-grown produce. AngusPure is on the menu for this reason.

Ben says Cobb & Co tries to source locally whenever possible, too, orders daily and seeks partners who are making a sustainable difference.

"We started serving up AngusPure beef in 2015 as we were having major quality issues with our previous suppliers. Customers used to pass comments on the steak being tough and we knew we had to make a change. Since we made the switch to AngusPure, we no longer receive complaints about the quality of the beef. It's of a consistently high quality, which is obviously really important for us, and our customers love it," says Ben.

Cobb & Co prides itself on serving only the very best beef New Zealand has to offer and working with AngusPure allows them to do this. AngusPure cattle roam the pastures of New Zealand's vast



open landscapes for all 12 months of the year, grazing and foraging on some of the finest grasses known to man. The beef harbours rich nutrients, low fats and fine marbling, delivering extraordinary flavour.

The AngusPure story begins with the farmers, the guardians of the cattle. Traceability is paramount and so from the paddock, under the watch of inflexible quality control, AngusPure beef travels through the supply chain until it reaches your plate at Cobb & Co.

There are currently eight restaurants and 200 staff spread across New Zealand, with the latest restaurant opening in Dunedin in February 2021.

AngusPure is the only beef served up at Cobb & Co and all the steaks are served with classic fries and salad.

The menu has four options to choose from. There's the basics that are foolproof and always a success: a 250g Sirloin with mushroom sauce, or a 300g Scotch with peppercorn sauce. Then there's the Prawn and Parmesan Sirloin, which is a 250g sirloin topped with prawn cutlets and a creamy parmesan sauce - a well secured Cobb favourite! Last, but not least, is the Cobb Carnivore,



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another 250g Sirloin option that's served with none other than a side of pork ribs marinated in Southern BBQ sauce. Hungry yet?

"All the chefs love working with AngusPure because there's never any complaints, which of course makes the kitchen run more smoothly when they're pushing through 300 meals in an evening. Of course they also love receiving the compliments from customers."

The steaks are devoured in high numbers across all eight restaurants - 250 of them on an average Saturday night. The weekly numbers are around 930 steaks, which puts the annual figure at around 48,500. That's 13,000kg of premium quality AngusPure beef.

AngusPure Director Guy Sargent enjoys working closely with Cobb & Co to ensure the story is told well and customers are satisfied.

"Customer satisfaction is really important for us. It all comes back to our goal of creating that consistent eating experience for the end consumer and from the feedback we receive, Cobb & Co is delivering on that goal for us," says Guy.



Forging through a global pandemic and coming out stronger

"The unease, constant change and anxiety from COVID-19 has made it more important than ever for people to have a place that can pause, relax and feel normal. This demand for normality and comfort has solidified Cobb's place in the market as this is exactly what Cobb is about.

Cobb is about old memories and new ones. It's about being in a comfortable, familiar place where you feel at home, even though you are out for a special night. It's about being surrounded by people that make you matter.

Because of this, last year, when we were open, we had some of our strongest months ever and broke records. Like all restaurants, we also had some tough months where we couldn't open but we worked as a team to support each other and soften these blows as best we could. We now actually have more stores than before COVID-19, with eight stores nationwide - Rotorua, Whakatane, Taupo, New Plymouth, Levin, Wellington, Christchurch and Dunedin.

For 8 years we've been focused on utilising world-leading software and equipment to allow our teams to (1) tighten their focus and understand what really matters, (2) identify to them in real-time if they are succeeding and (3) share in their restaurant's success. This has changed how staff behave and ensured they care about guest satisfaction and business success like an owner.

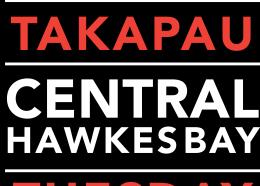
These tools, alongside Cobb's strong brand, have meant we were and are ready to continue to adapt with COVID-19, labour cost increases or whatever the world throws our way. It is this that has brought us national awards and a continuing flow of guests. Most importantly, it is this that ensures Cobb is still a growing brand and will continue to hold a special place in Kiwi hearts for many years to come."

- Ben Gower, Executive Director Cobb & Co



SIRES OF 2021 SALE BULLS INCLUDE:

TAIMATE LAZARUS MUSGRAVE STUNNER RANGATIRA TAURUS RANGATIRA 91 STERN 610 MILLAH MURRAH LAKESIDE **ON FARM AUCTION**



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Angus New Zealand 2021



Sobering survival story HIGHLIGHTS DANGERS OF FATIGUE

BY CHRIS BIDDLES, TE ATARANGI ANGUS

"3rd February 2019. The patient's prognosis is poor with an extremely high risk of avascular necrosis. (bone or tissue death caused by deprivation of blood supply). Patient can expect long-term pain and lack of mobility."

This was what the surgeon said after my second operation. It was the only time I nearly cried.

Despite the above, three days earlier, February 1, 2019, would have to be the luckiest day of my life.

To understand this, we need to go back to November 2018 when I made the decision to get a total knee replacement. This was booked for February 26th.

For eight weeks through December and January we worked seven days a week, having only Christmas Day and New Year's Day off and one Saturday fishing. We worked long hours so as I could have eight weeks off farm giving the new knee every chance to recover properly. By the end of January, I was exhausted and I knew it. I only had a couple more days of stock work to do and we were a month ahead, and I would be ready for that new knee.

That was not to be. On the afternoon of February 1, I made a stupid and dumb decision that changed everything for me. I was on my quad moving weaned cows. The ridge had one safe place to go down and I was heading for it. My dogs jumped off the quad and for some ridiculous reason I turned back and went down a hill I had no intention of going down. The moment I stuck my nose over the hill I knew I was stuffed. The quad went end over end. I was catapulted off with the quad following behind me. The next I knew the quad was upside down with the back bars sitting on my ankle. I wrenched my ankle out and knew immediately it was bad. I thought if I could pull myself up on one leg, I might be able to tip the quad back on its wheels to fetch help. That was when I discovered I had a broken shoulder.

With no radio or telephone service I had to drag myself with one hand and one foot 30 metres up the hill to reach higher ground. This actually had to be done twice. Halfway up, I looked back at the quad and noted my radio beside it. I had to do it all again to have the radio with me when I might reach service. Once finally at a high point I radioed a mayday twice. Fortunately, my daughter Joanne and son-in-law Charles had just come to our side of the farm to check a water tank. They heard the mayday. This was the second bit of luck for me, the first being that the quad did not land on my back or head.

Joanne called 111 while Charles came to collect me. Joanne told 111 she had no idea of my injuries but they must be bad for me to call an ambulance. Joanne also said that the ambulance would not reach me. That was the next bit of luck: they dispatched a helicopter at the same time as the ambulance. Both arrived together where

ANGUS YEAR



Joanne and Charles had me on a mattress on the lawn at their home. The paramedics began cutting my sock and my shirt so as to stabilise the injuries. The ankle was a compound fracture with bone and flesh protruding badly. The shoulder was more difficult to diagnose but for some reason I knew that the ball at the top of the arm was not sitting in the socket. It turns out the ball was broken like a boiled egg and well out of place.

Within two hours of the accident, I was landing at Whangarei base Hospital. The medics and ED people were fantastic. At Radiology I learnt of my next piece of luck. They told me I had an amazingly talented orthopaedic surgeon and she would be operating. That Friday night I had a four-and-a-half hour operation on my ankle, finishing, I think, at about 10pm. This was to clean the wound, put the ankle in place and attach external fixtures to hold it in place. On the following Sunday I had another five-and-a-half-hour operation where the ankle was pinned and screwed. I received a bone graft and again it was held together with the external fixtures. During the operation, I had two litres of blood transfused. This went a little way to balance the ledger: I have donated 54 litres of blood over the last 40 years. The following Tuesday I had a further fourhour operation to fix the shoulder again with screws and plates.

My luck continued as, despite all the trauma, the wounds did not get infected.

Despite the massive injuries, I managed to have some fun in both Whangarei and Dargaville hospitals. There was a 14-year-old boy in the orthopaedic ward who told people I was like a big kid and that I made him laugh. There was the nurse in Dargaville that laughed all the way to the nurse's room explaining that she had just seen a patient wearing nothing but a laptop! At ED that first afternoon they introduced me to the swear jar which I suggested would need to be a f....g big jar. I filled it figuratively that day, and literally a few weeks later with a sizable donation to say thanks.

On my second day in hospital, I declined a bed bath and talked the nurses into getting me out of bed and into a wheelchair for the bathroom and a shower. They were impressed with my will to achieve something so difficult and potentially painful. I did not tell them the thought of using a tin can whilst lying in bed gave me amazing tolerance to pain.

I had three weeks in hospital, six weeks with the external metal work and then two weeks in plaster. At the eight-week mark I was in a moon boot but still confined to a wheelchair. At 12 weeks I was able to start load bearing on the ankle and learn to walk again. This was an incredibly difficult and painful exercise. I remained in the wheelchair for another month as I regained the strength to walk. After 16 weeks it was decided that my shoulder had healed sufficiently for me to begin using crutches.

From the first week of my accident I was under-going extensive physiotherapy on the shoulder and leg. In June 2019 the physio said, "Get out on the farm and test your foot on uneven ground"; Orthopaedics said, "Try different stuff, but listen to your body"; and my family said, "You're a f....g awful listener".

My contribution on farm through the winter and spring of 2019 was mostly advising, but I did some jobs extremely slowly and often quite painfully. I had to be very careful of what I did, as each step had to be watched. Uneven ground was very painful. The guys on the farm didn't always enjoy me being there as they felt I needed protecting so were unable to concentrate on what they were doing.

When spending a couple of consecutive part days on farm with quite a bit of walking, I was often unable to walk at nights and would be back on crutches.

I always knew it was going to be a marathon not a sprint. When you look at the scan of my ankle from day one then I am fortunate to be walking.

In May 2019 I had three days in Palmerston North at the Angus National bull sale. I travelled on my own by air, in the wheelchair. Air New Zealand was fantastic as were my friends that helped at the sale and functions. It was great to be back in circulation. I was back there a month later on crutches for Forbes Cameron's bull sale and also managed to drive to Rotoiti in mid-June for some unproductive trout fishing.

One day in May, I wheeled myself from the middle of Dargaville to our Sportsville for a meeting. This was a distance of 1.5km and I had to cross the road three times. That turned a few heads.

I had a further operation in September 2019. In February this year I finally had the total knee replacement. That was a slow recovery and actually knocked me around a considerable amount. It was just one surgery too many for the 12 months.

In June 2020, X-rays showed what most of us knew: I had a screw loose! But this one was in the ankle not the brain. The decision was made that further surgery was required. In October 2020 I had surgery number seven with the same amazing surgeon. This was another five-hour operation. A steel plate and screws were removed and a 75mm piece of bone cut out and ground up. This was then added to some donor bone which made a cement and the joints of the ankle were fused. Many extra plates and screws were added. I then had eight weeks in plaster using crutches and a knee scooter. There was no weight bearing for the first seven weeks.

When the plaster was removed at eight weeks, I was faced

with a further 4-7 weeks in a moon boot. At time of writing in December 2020, I get around on crutches and some walking. There is considerable swelling at the end of the day. It is hoped that this last surgery will eventually result in very little pain when I walk.

Thankfully, my friends and family, whilst being very helpful in all manner of ways, have not felt sorry for me but rather given me the stick that I deserve. They have also allowed me to do as much as possible myself. I prepared most meals while one-armed and in the wheelchair. The day in hospital that we discovered I could operate a wheelchair with one leg and one arm was huge to me and I was like a kid up and down the corridor. I was going to have reasonable independence. I have refused to allow myself any down days as that would be a slippery slope.

It was important to my recovery to remain mentally strong. AngusPure territory manager Kim Lowe did me a big favour in this regard when she rang me in hospital. At the end of the conversation, she said I needed to understand, I would have good days and bad days and that I would get through. I told her I disagreed, "I couldn't afford to have bad days". Once I said it, I had to live by it, and because I'd said it out loud to her, I had to pull myself together when I was having a bad day. I also knew I was so lucky to be alive.

I sincerely hope that readers will learn from what has happened with me. In 2009 I attended a seminar in Southland while on an Angus tour. The presentation was from a guy who was contracted to ACC and had done a three-month study with friends driving quads. I took home several messages from that, including how hard riding a quad bike is on your back and the need to walk as much as possible in-between riding. The biggest message I took home was that at 2pm you would make a decision on your quad that you would not make at 8am. I have remembered and used that information a number of times in the years since. However, on Feb 1st, 2019, I was just so exhausted that my brain did not allow me to question the unintended decision. We have discussed this on the farm and now include people's state of mind in our team meetings. I hope that this will help avoid future accidents.

I do not believe that quads are dangerous, but the decisions that we make on them can be incredibly dangerous. We as farmers must be aware what fatigue can cost. I am incredibly lucky. I escaped with a Hawkins 3 compound fracture and total dislocation of the talus in the ankle and a broken and dislocated humus in the shoulder. I am able to walk again, albeit not as well as before, and I have regained most of my shoulder use. It could so easily have been different.

Most people who have an accident like mine do not get to share their story. I do believe that half way through my accident, someone, somewhere said, "This guy hasn't aggravated enough people in his life. We need to keep him alive to annoy a few more."

I am doing my best.

Footnote: Over Christmas, Chris had a busy period shifting stock with good mobility, getting around the farm in his moon boot. He was shifting stock and feeding out but after bringing in the last of 12 mobs for pregnancy testing and freeze branding, things went pear shaped... He had a massive infection.

So it was back to hospital and surgery number 8 to clean it all out. As of February, two years after the accident, Chris was back home on crutches with an IV line to his heart and carrying around bladder full of antibiotics. A set back that has cost him another couple of months and at least one more surgery.



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1st Sept 2021, 12.30pm



ANGUS ON-FARM SALE CALENDAR 2021 information that you can rely on www.angusnz.com

March			
21st	C & S Dowding	Viewing Rangatira Angus Mixed Aged Cow & Heifer Calf Sale, 1-4pm	Gisborne
22nd	C & S Dowding	Rangatira Angus Mixed Aged Cow & Heifer Calf Dispersal Sale, 11am	Gisborne
April			
8th -10th		King Country/Taranaki Angus Ward Conference & Tour	King Country
28th - 29th		East Coast Angus Bull Walk	Gisborne
th	J Fraser	Stern Angus Female Sale, 1.00pm	Totara Valley
th	D Giddings	Meadowslea Angus Female Sale, 12.00pm	Fairlie
th - 9th	Future Beef	Hawke's Bay Showgrounds	Hastings
0th	Taumarunui Angus Bull Wall	k	Taumarunui
4th	D Marshall	Benatrade Angus Paddock Bull Sale, 1.00pm	Invercargill
7th	D & G Stringer	Kowai Angus Bull Sale, Private Treaty	Wendon Valley
0th	Howie Family	Glenwood Angus Bull Sale, 2.00pm	Mosgiel
0th	J & H Hammond	Ruaview Angus Bull Sale, 12.00pm	Ohakune
0th	Central Waiarapa Angus Bull		Wairarapa
1st	Duncan Family	Penvose Angus Bull Sale, 2.00pm	Wedderburn
4th	G Crutchley	Puketoi Angus Bull Sale, 11.00am	Patearoa
5th	J & T Cochrane	Delmont Angus, 2.30pm	Clinton
5th	Mid South Canterbury Bull V		M/S Canterbury
6th	M Smith	Kincardine Angus, Private Treaty	Queenstown
6th	Central Canterbury Bull Wall		Canterbury
7th	North Canterbury & Conway		Nth Canterbury
7th - 28th	Central Hawke's Bay Angus I		Hawkes Bay
8th	T & S Law	Waimara Angus Bull Sale, 2.00pm	Palmerston
8th	Marlborough Bull Walk	Wainara migus Bun Sale, 2.00pm	Marlborough
8th	Nelson Bull Walk		Nelson
9th	D Scott	Bannock Burn Angus Bull Sale, 1.00pm	South Westland
1st	J & S Gunton	Umbrella Range Angus Bull Sale, 1.00pm	Waikaia
	j & 5 Gunton	Unibiena Range Angus Bun Sale, 1.00pm	Walkala
.st	Peters Genetics	Peters Angus Bull Sale, 11.00am	Clutha Downs
st	R & N Purdie	Tarangower Angus Bull Sale, 11.30am	Mahoenui
st	A & V Park	Colvend Angus Bull Sale, 3.30pm	Ongarue
nd	A & I Devery	Pikoburn Angus Bull Sale- Hauroko Valley Sale, 11.00am	Otautau
nd	T & K Brittain	Storth Oaks Angus Bull Sale, 1.00pm	Otorohanga
nd	TD & RFR Jolly Ltd	Hingaia Angus Bull Sale, 4.00pm	Te Awamutu
rd	B & S Sherson	Shian Angus Bull Sale, 11.00am	Taumarunui
rd	D & T Sherson	Black Ridge Angus Bull Sale, 2.00pm	Taumarunui
rd	A & C Donaldson	Puke-Nui Angus Bull Sale, 4.30pm	Taumarunui
th	N&J and R&S Kjestrup	KayJay Angus Bull Sale, 12.00pm	Masterton
	naj una nao njesti up	nayyay migus ban suic, 12.00pm	
34			Angus New Zealand

JUNE			ANGUS YEA
8th	M & F Crawford	Hillcroft Angus Bull Sale, 12.00pm	Huntly
8th	C Lander	Wairere Angus Bull Sale, 1.00pm	Hawera
8th	L Carruthers	Nethertown Angus Bull Sale, 2.00pm	Middlemarch
8th	K & G Higgins	Oregon Angus Bull Sale, 2.00pm	Masterton
9th	R & L Thorneycroft	Tapiri Angus Bull Sale, 9.30am	Masterton
9th	A & T Thomson	Dandaloo Angus Bull Sale, 12.00pm	Masterton
9th	R Rowe	Merchiston Angus Bull Sale, 2.30pm	Rata
10th	P & E Sherriff	Pine Park Angus Bull Sale, 11.30am	Marton
10th	J & J Bayly	Waitangi Angus Bull Sale, 1.00pm	Waitangi
10th	C & A Jeffries	Riverlands J Angus Bull Sale, 2.30pm	Cheviot
10th	L & M Johnstone	Ranui Angus Bull Sale, 3.00pm	Wanganui
10th	H & J Klisser	Haldon Station Angus Bull Sale	MacKenzie
11th 11th	J Harrington R & R Borthwick	Rolling Rock Angus Bull Sale, 10.00am	Te Akau Masterton
11th		Te Whanga Angus Bull Sale, 10.00am Earnscleugh Bull Sale, 1.00pm	Alexandra
11th	A Campbell P & S Revell	Okaka Angus Bull Sale, 12.30pm	Taihape
11th	R & S Hayward	Twin Oaks Angus Bull Sale, 1.00pm	Te Akau
11th	D Reynolds & T Jackson	Totaranui Angus Bull Sale, 1.30pm	Pahiatua
14th	A & C Dalziell	Atahua Angus Bull Sale, 11.00am	Kiwitea
14th	R Martin	Martin Farming Bull Sale, 2.30pm	Wakefield
14th	D & L Whyte, R & S Hussey	Mt Possession Angus Sale, 1,00pm	Ashburton Lakes
14th	K & M Friel	Mt Mable Angus Bull Sale, 2.30pm	Dannevirke
14th	A & F Cameron	Ngaputahi Angus Bull Sale, 3.00pm	Pohangina
14th	A Stewart	Whenuapapa Angus, Private Treaty	Hastings
14th	C Pattison	Waiwhero Angus, Private Treaty	Waipukurau
15th	W Philip	Dandaleith Angus Bull Sale, 9.30am	Dannevirke
15th	J & M King	Brookwood Angus Bull Sale,12.30pm	Takapau
15th	A & A Laing	Sudeley Angus Bull Sale, 2.00pm	Irwell
15th	M Duncan	Elgin Angus Bull Sale, 3.30pm	Elsthorpe
16th	I & J Pharazyn	Motere Angus Bull Sale, 3.00pm	Waipukurau
16th		Hallmark Angus Bull Sale with guest stud Matai Mara, 4pm	Tutira
		M Tweedie (Hallmark), S Coldicutt (Matai Mara)	
17th	B Johns	Kaiwara Angus Bull Sale, 11:00am	Culverden
17th	A & P Sharpe	Waitawheta Angus Bull Sale, 1.00pm	Paeroa
17th	BG & JB Smith, N & R Sanderson	Fossil Creek Angus Bull Sale, 2.00pm	Ngapara
18th	J Reed	Grampians Angus Bull Sale, 11.00am	Culverden
18th	W & V MacFarlane	Waiterenui Angus Bull Sale, 1.00pm	Hastings
18th	R & D Orr	Red Oak Angus Bull Sale, 3.00pm	Weka Pass
20th	A & A Peter	Brackenfield Angus Bull Sale, 3.00pm	Seddon
21st		Blenheim Angus Bull Sale, 10.30am	Blenheim
		B & N Maisey (Blacknight), G Crombie (Leefield Station)	
21st	T & A, G & S Hargreaves	Kakahu Angus Bull Sale, 1.00pm	Geraldine
21st	0 & P Hickman	Taimate Angus Bull Sale, 1.30pm	Ward
22nd	J & R Murray	Woodbank Angus Bull Sale, 1.00pm	Clarence Bridge
23rd	W, S, T & K Wilding	Te Mania Angus Bull Sale, 12.30pm	Conway Flat
24th	B Bendall	Seven Hills Angus Bull Sale, 11.30am	Eketahuna
24th	J Fraser	Stern Angus Bull Sale, 12.30pm	Totara Valley
24th	S, J & L Fouhy	Glanworth Angus Bull Sale, 2.30pm	Pahiatua
25th		Aywon & Te Kupe Combined Angus Sale, 12.30pm	Stratford
0 5 4b		P & A Bishop (Aywon), P & J Martin (Te Kupe)	Patalia
25th	D Giddings	Meadowslea Angus Bull Sale, 1.00pm	Fairlie
28th		Tangihau & Cricklewood Angus Bull Sale, 9.00am	Gisborne
20+h		D McHardy (Tangihau), J Bayly (Cricklewood)	Cichorno
28th		Matawhero Gisborne Combined Angus Sale, 12.00pm	Gisborne
		B & K Johnson (Orere), S Herries (Alpine), B & F Watson (Waimata)	
28th	D & D Hoogenhrug	P & E Watson (Waimata) Kabarau Angus Bull Salo 4 00pm	Cishorno
28th 29th	P & P Hoogerbrug	Kaharau Angus Bull Sale, 4.00pm Ratanui Angus Bull Sale, 9.00am	Gisborne Tologa Bay
29th 29th	M & N Story P Lane	-	Tologa Bay Gisborne
29th 29th	P Lane H & A Williams & Family	Whangara Angus Bull Sale, 12.00pm	
29th 30th	C & S Dowding	Turihaua Angus Bull Sale, 3.30pm Rangatira Angus 2yr & Yearling Bull Sale, 9.00am	Gisborne Gisborne
30th	G & S Crawshaw	Kenhardt Angus Zyr & Yearing Buil Sale, 9.00am Kenhardt Angus Bull Sale, 12.30pm	Nuhaka
30th	AR & TA Powdrell	Turiroa Angus Bull Sale, 4.00pm	Wairoa
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SEPTEMBER

1st	C Davie-Martin	Puketi Spring - Private Treaty, 9.00am	Waiotira
1st	C & K Biddles	Te Atarangi Angus Yearling Bull Sale, 12.30pm	Dargaville
7th	L & M Johnstone	Ranui Yearling Bull & Heifer Sale, 12.00pm	Wanganui
10th	K & J Davenport	Black Bear Angus Yearling Bull Sale, 1.00pm	Rotorua
10th	N Heather, J&N Evans	Heather Dell Angus Yearling Bull Sale, 11.00am	Rotorua
13th	R & R Borthwick	Te Whanga Angus Yearling Bull Sale, 10.00am	Masterton
14th	J & J Bayly	Waitangi Angus Yearling Bull Sale, 12.00pm	Waitangi
14th	D Reynolds & T Jackson	Totaranui Angus Yearling Bull Sale, 12.00pm	Pahiatua
15th	M & S Stokman	Stokman Angus Yearling Bull and Heifer sale, 1.00pm	Rotorua
16th	R & J Blackwell	Mangaotea Bull Sale, 12.00pm	Tariki
17th	N&J and R&S Kjestrup	KayJay Yearling Bull & Heifer Sale, 12.30pm	Masterton
17th	J & M Allen	Mahuta Angus Bull Sale, 1.00pm	Drury
20th	M & F Crawford	Hillcroft Angus 2yr & Yearling Sale, 11.30am	Huntly
20th	K & M Friel	Mt Mable Angus Yearling Bull Sale, 12.00pm	Dannevirke
21st	M & N Story	Ratanui Angus Yearling Bull Sale, 11.00am	Tologa Bay
21st	P Lane	Whangara Angus Yearling Bull Sale, 12.00pm	Gisborne
22nd	P & E Sherriff	Pine Park Angus Yearling Bull Sale, 12.00pm	Marton
22nd	TD & RFR Jolly Ltd	Hingaia Angus Yearling Bull Sale, 12.00pm	Te Awamutu
22nd	D Fogarty	Kauri Downs Angus Yearling Bull Sale, 12.30pm	Waihi
22nd	H & A Williams & Family	Turihaua Angus Yearling Bull Sale, 1.00pm	Gisborne
22nd	J & T Dorotich	Gembrooke Angus Yearling Bull Sale, 1.00pm	Dannevirke
23rd		Wellsford All Breeds Bull Sale, 11.30am	Wellsford
23rd	R & S Hayward	Twin Oaks Angus Bull Sale, 1.00pm	Te Akau
23rd	I & J Pharazyn	Motere Yearling Angus Bull Sale, 1.00pm	Waipukurau
24th	W & V MacFarlane	Waiterenui Angus Yearling Bull Sale, 1.00pm	Hastings
24th	S LeCren	Takapoto Angus Bull Sale, 1.00pm	Cambridge
27th	A & C Donaldson	Puke-Nui Angus Bull Sale, 4.30pm	Taumarunui
29th	R Rowe	Merchiston Angus Yearling Bull Sale, 2.00pm	Rata
30th	C & L Timperley	Timperlea Angus Bull Sale, 1.00pm	Oxford

OCTOBER

1st	D & N Stuart	Komako Angus Yearling Bull Sale, 2.00pm	Poł
4th	J Parsons & T Pymm	Mataui Angus Yearling Bull Sale, 12.00pm	Dai
4th	P & H Heddell	Glen R Angus Bull Sale, 1.30pm	She
5th	J & R Murray	Woodbank Angus Bull Sale, 3.00pm	Cla
6th	W, S, T & K Wilding	Te Mania Angus Yearling Bull Sale, 1.00pm	Сог
7th	S, J & L Fouhy	Glanworth Angus Yearling Bull Sale,12.00pm	Pał
7th	R & D Orr	Red Oak Angus Yearling Bull Sale, 1.00pm	We
7th	T & A, G & S Hargreaves	Kakahu Angus Yearling Bull Sale, 1.00pm	Gei
8th	D Giddings	Meadowslea Angus 2yr & Yearling Bull Sale, 1.00pm	Fai
8th	D Marshall	Benatrade Angus Yearling Paddock Bull Sale, 1.00pm	Inv
13th	J Fraser	Stern Angus Yearling Bull Sale, 1.00pm	Tot
14th	P, R & MA Kane	Kane Farms Angus Bull Sale, 12.00pm	Тар
14th	A & A Laing	Sudeley Angus Yearling Bull Sale, 1.00pm	Irw
15th	R & L Hall	Lilliesleaf Angus Bull Sale, 11.00am	Wa
20th	P & K McCallum	Rockley Angus Yearling Bull Sale, 2.30pm	Bal

Pohangina Dargaville Sheffield Clarence Bridge Conway Flat Pahiatua Weka Pass Geraldine Fairlie Invercargill Totara Valley Tapanui Irwell Waikaka Balfour

ANGUS ON-FARM SALE CALENDAR 2021 information that you can rely on www.angusnz.com



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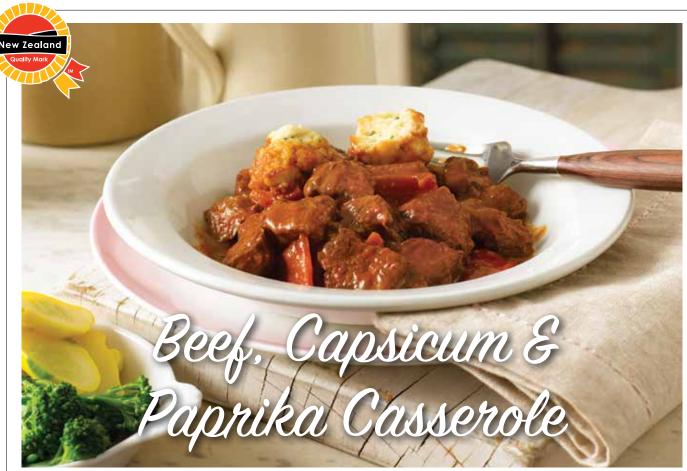
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HEART WARMING BEEF CASSEROLE RECIPE FOR WINTER

Prep: 20 mins | Cook: 2 hours | Serves 4-6

Ingredients

- 1kg gravy beef
- 2 thinly sliced onions
- 4 crushed garlic cloves
- 2 diced red capsicum
- 2 tbsp paprika
- 2 tbsp white flour
- 2 tsp caraway seeds
- 400g can tomato puree
- 21/2 cups beef stock

Method

Casserole

Preheat oven to 180°C. Cut beef into 2.5-3cm cubes. Season with salt and pepper, and add about 2 tablespoons of oil to the beef, mix well. Heat a large frypan over a medium-high heat. Brown the beef in 2 or 3 batches. Remove each batch and place it in a casserole dish. Reduce heat in the pan, add a little oil, add onion and garlic, cook for 1 minute, add carrot and capsicum, cook for 1-2 minutes, and stir occasionally. Sprinkle in paprika, flour and caraway seeds, stir until the carrots and capsicums are coated. Gradually pour in the tomato puree and stock, stirring well. Stir until the mixture boils. Add to the casserole dish, stir to combine.

Cover the casserole dish, place in oven. Stir every 40 minutes or so, add water if needed to keep the ingredients just covered. Cook until the beef is very tender.

Dumplings

Using your fingertips rub the butter into the flour. Add the salt and baking powder and chives, mix well. Make a hole in the centre, add the cold milk, and mix lightly until just combined. Test your casserole, if the meat is tender (and just about ready to serve) you can now add the dumpling mixture. Drop small spoonfuls of the mixture around the edge of the simmering casserole. Re-cover the casserole dish and cook casserole for a further 15-20 minutes.

BREEDERS 2021



Ward 1 - Northland

Chairman: Chris Biddles [09 439 1589]								
Te Atarangi An	Te Atarangi Angus, 112 Schick Road, RD 1, TE KOPURU 0391							
Alpine	S Herries	Kawakawa	09 404 0645					
Aotea	A & A Holst	Helensville	09 420 2505					
Argyle	RJ Quinn	Kaikohe	09 401 1933					
Grasslands	BC Maxwell	Kaeo	09 405 0357					
Hauturu	J Bowen & Y Fogarty	Waimamaku	09 405 4611					
Hokianga	D Booth	Kohukohu	09 409 5070					
LC Rangitane	D Elliott	Napier	06 839 5836					
Limerick	MJ Toohill	Kaikohe	09 404 4948					
Lomond	DF & Est of DB Graham	Okaihau	09 401 9584					
Matauri	J Parsons	Whangarei	021 206 3208					
North West	M & S McKinley	Ruawai	021 130 0184					
Puketi	CA Davie-Martin	Waiotira	09 432 2106					
Silver Ridge	DR & IL Lawson	Wellsford	09 423 8108					
Te Atarangi	CH Biddles	Te Kopuru	09 439 1589					
Te Huia	P Cook	Whangarei	09 437 3797					
Waitangi	J & J Bayly	Paihia	09 402 7552					
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C Eb		Paparoa	09 431 6121					
RR France		Whangarei	09 438 4401					

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RR France	Whangarei	09 438 4401
SB & SJ Glasson	Helensville	09 420 4002
GJ Lovell	Whangarei	09 433 5815

Ward 2 - Auckland / Waikato / BOP

Chairman: David Fogarty [07 884 5774] Kauri Downs, 475 Ngautumanga Road, RD3, TE AROHA 3393

Kauri Downs, 475 Ngautumanga Road, RD3, TE AROHA 3393					
Black Bear	K Davenport	Rotorua	07 347 0239		
Heather Dell	N Heather & J& N Evans	sRotorua	07 357 2142		
High Valley	B Glover	Pokeno	09 232 7842		
Hillcroft	MA & FA Crawford	Ohinewai	07 828 5709		
НКТК	EK Mitchell & TM Price	Waimana	07 312 3315		
Kaiangapai	WMG & CA Koberstein	Mangakino	07 882 8532		
Kauere	DA Saunders	Hamilton	07 849 2686		
Kauri	D Fogarty	Te Aroha	07 884 5774		
Lake Farm	C Brown	Cambridge	07 827 8292		
LC Waihora	D Elliott	Napier	06 839 5836		
Mahuta	JV & ME Allen	Tuakau	09 233 3097		
Matai Mara	S Coldicutt	Cambridge	07 827 3808		
Matapara	RN Matthews	Te Puke	07 533 1108		
O'Reilly	J & P O'Reilly	Auckland	09 627 6205		
Oakview	AR & PA Hayward	Cambridge	07 827 1847		
Rapahoe	B & J Muir	Te Puke	07 573 9617		
Rima	L Wright	Auckland	021 669 144		
Rolling Rock	J Harrington & S Adams	s Ngaruawahia	021 276 9557		
Stokman	M & S Stokman	Rotorua	07 333 2446		
Takapoto	S Le Cren	Cambridge	07 870 2702		
Twin Oaks	RB & SC Hayward	Ngaruawahia	07 828 2131		
Waitawheta	AI & PA Sharpe	Waihi	07 863 7954		
Associate Members					

Hamilton

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Associate Members

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G Brennan	Mangakino	07 372 8945
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C Dale	Cambridge	07 827 5173
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G & S Fausett	Rotorua	07 332 3747
RD Field	Rotorua	07 333 1503
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D Mayo	Morrinsville	07 889 1572
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DR Pittams	Rotorua	07 345 8689
MW & MC Rose	Hamilton	021 278 8739
DS Shuker	Pokeno	09 232 7867
CR Trousdale	Te Kauwhata	07 826 3233

Ward 3 - King Country / Taranaki Chairman: Alan Donaldson [07 896 6714]

Puke-Nui, 29 Paparoa Road, RD3, Taumarunui 3993

Puke-Nui, 29 Paparoa Road, RD3, Taumarunui 3993				
Ariki	J & K Jury	Urenui	06 752 3884	
Aysgarth	S & DF Stockdale	Te Awamutu	07 872 6978	
Aywon	PJ & AH Bishop	Stratford	06 762 8508	
Black Forest	B Jakschik	Taupo	027 426 2364	
Black Ridge	D & T Sherson	Taumarunui	07 896 7211	
Bos	S Harvey	Stratford	06 762 7998	
Colvend	A & V Park	Ongarue	07 894 6030	
Downsend	N & M Scobie	Stratford	06 762 2870	
Gillamatong	RJ McDougall	New Plymouth	06 753 3981	
Highland	M Wells	Stratford	027 491 3114	
Hingaia	RKA Jolly	Te Awamutu	07 872 2840	
Iona	BG Bevege	Te Kuiti	07 877 7541	
Mangaotea	RR & JM Blackwell	Inglewood	06 762 4805	
Parakau	J & M Barbour	Waitara	06 754 8349	
Puke-Nui	AG & CS Donaldson	Taumarunui	07 896 6714	
Rotowai	A & N Cave	Te Kuiti	07 877 6657	
Shian	BD & SJ & RL & TT Sherson	Taumarunui	07 895 7686	
Storth Oaks	T & K Brittain	Otorohanga	07 873 2816	
Tarangower	R & N Purdie	Mahoenui	07 877 8935	
Te Kupe	P & JL Martin	Stratford	06 765 8002	
Wairere	CP & EO Lander	Hawera	06 272 2899	
Waiwiri	A,P & C Gane	Stratford	06 762 2621	
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TG Henderson		Hamilton		
WR Hunt		Waverley	06 346 5269	
TLC & TJ Jupp		Stratford	06 762 7566	
D Nicholas		New Plymouth	06 755 0140	

Ward 4 - East Coast

Chairman: Andrew Powdrell [06 838 8805] Turiroa Angus, 539 State Highway 2, RD3, Wairoa 4193

Turiroa Angus, 539 State Highway 2, KD3, Wairoa 4193					
Cricklewood	JH & JM Bayly	Wairoa	06 838 7019		
Kaharau	P & P Hoogerbrug	Gisborne	06 867 4232		
Kenhardt	CG & S Crawshaw	Nuhaka	06 837 8881		
Mangaheia	L Edgington	Tolaga Bay	06 862 6382		
Nicks Head	K Dodgshun	Gisborne	06 862 9650		
Orere	B & K Johnson	Gisborne	06 867 8089		
Rangatira	C & S Dowding	Te Karaka	06 862 3876		
Ratanui	MJ & NK Story	Tolaga Bay	06 862 6125		
Resurgam	SA & J Brosnahan	Ohope	06 864 4468		
Shamrock	H & R O'Grady	Kotemaori	06 837 6558		
Tangihau	DJ McHardy	Gisborne	06 867 0837		
Tawa Hills	B & P Crawshaw	Motu	06 863 5044		
Turihaua	P & S Williams	Gisborne	06 868 6709		
Turiroa	AR & T Powdrell	Wairoa	06 838 8805		
Waimata	PGH Watson	Gisborne	06 867 0336		
Whangara	P Lane	Gisborne	06 862 2865		
Associate Members					
R & K Kirkpatrick		Gisborne	06 862 2807		
EL Pollitt		Gisborne	027 597 5821		
B White		Wairoa	06 837 8666		

Ward 5 - Hawke's Bay Chairman: Andrew Stewart [06 876 6015] Whenuapapa, 364 Poporangi Road, RD1, Hastings 4171

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VL MacKay	Kotemaori	06 839 7371
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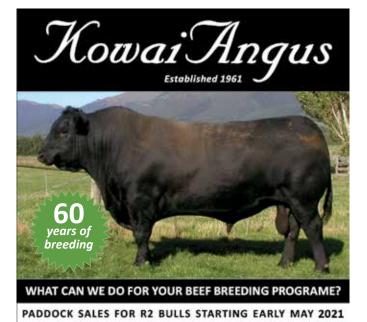
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Chairman: Willie Falloon [06 372 7041]

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Dandaloo	AH & T Thomson	Masterton

Dunualoo		Maddorton	00 01 2 1 000
Glanworth	JM & LJ Fouhy	Pahiatua	06 376 7324
Kayjay	NF & JE & RT & SK Kjestrup	Masterton	06 372 2838
Oregon	KJ & G Higgins	Masterton	06 372 2782
Pinebank	W & A Falloon	Masterton	06 372 7041
Pinehill	W & A Falloon	Masterton	06 372 7041
Sandusky	T Simpson	Carterton	06 307 7059
Seven Hills	BD Bendall	Eketahuna	06 375 8583
Tapiri	L & R Thorneycroft	Masterton	06 372 5702
Te Whanga	R & R Borthwick	Masterton	06 370 3368
Totaranui	D Reynolds & T Jackson	Pahiatua	06 376 8400

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D Lowe	Wanganui	06 342 2871
S McLeod	Martinborough	06 306 9732
GC & LJ Richardson	Eketahuna	06 376 7221
DK & B Thomson	Greytown	06 304 9510

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Komako	D & N Stuart	Ashhurst	06 329 4748	
Merchiston	RL Rowe	Marton	06 322 8608	
Ngaputahi	A & F Cameron	Ashhurst	06 329 4050	
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Oranga	B McCarroll	Apiti	06 3284 722	
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Ranui	LC & MC Johnstone	Wanganui	06 342 9795	
Ranui W	LC & MC Johnstone	Wanganui	06 342 9795	
Riverlee	M & F Curtis	Kimbolton	06 328 2881	
Ruaview	JD & HD Hammond	Ohakune	06 385 8040	
Tahu Ruanui	A Carpenter	Taihape	06 388 7712	
Toa Toa	HT Donald	Wanganui	06 342 8571	
Waitapu	MD & ES Williamson	Feilding	0274 329 893	
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H Rogers	Hunterville	06 388 7521
Tanupara Station	Raetihi	

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Chairman: Greg Crombie [027 551 1011]

Leefield, 1219 Waihopai Valley Road, RD6, Blenheim 72

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Kahurangi	HA Harrison	Murchison	027 833 1368
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MF	RD Martin	Wakefield	03 541 8559
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Quail Creek	H Linssen	Blenheim	027 747 0027
Taimate	P Hickman	Ward	03 575 6878
Tipapa	RE Murray	Kaikoura	03 319 4302
Totaranui	J Jackson	Picton	03 573 8401
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Meadowbank S	tation Ltd	Blenheim	03 578 6914
M Roberts		Blenheim	03 575 6842
CCR Waddy		Seddon	03 575 7388
Ward 9 - Cai	nterbury / Westland		
	rge Johns [03 315 8334] omestead Road, RD1, Cu		
Bannock Burn	DM & RP Scott	Fox Glacier	03 751 0776
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Blackrose	G Davies	Dannevirke	027 202 3894
Cleardale	BJ Todhunter & DM Field		03 302 8233
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Floridale	JE Jenkins	Darfield	03 317 8195
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Glenlake	J Burrows & K Marshall	-	03 314 6720
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Johalz	R Johal	Rangiora	027 756 4259
Kaiwara	BJ Johns	Culverden	03 315 8334
Kakahu	GAH Hargreaves	Temuka	03 697 4858
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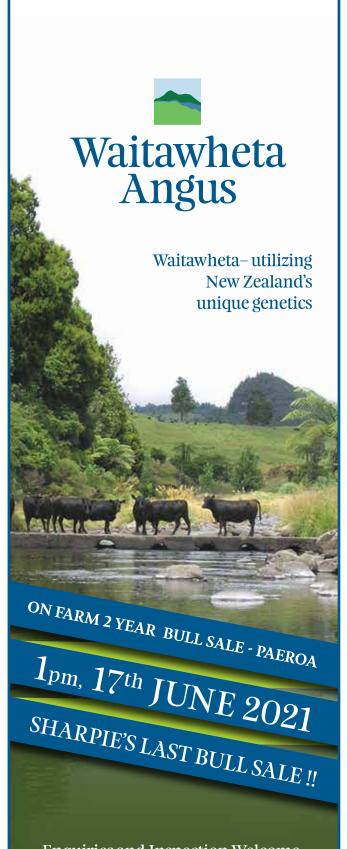
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