

Altum RedRag

THE NEW ZEALAND HEREFORD ASSOCIATION MEMBER NEWSLETTER OCTOBER 2011

Issue 114

- 2 PRESIDENTS NOTE
- 4 HERD OF EXCELLENCE 2012
- 5 NAIT-UPDATED TAGGING ADVICE FOR FARMERS
- 6 KAZAKHSTAN REPORT
- 8 YELLOW FAT IN LAMB & BEEF
- 10 SALE RESULTS - NZ & AUS

Diary Dates

3RD OF EVERY MONTH
GROUPEBVs DATA DEADLINE

ROYAL SHOW - WAIKATO
28TH - 30TH OCTOBER

HERD OF EXCELLENCE
NOMINATIONS CLOSE
29TH OCTOBER

NZ HEREFORDS
SPECIALISTS IN GRASSLAND GENETICS

EDITOR: Donna Abbiss, NZHA
ADDRESS: PO Box 503, Feilding 4740
PHONE: 06 323 4484
FAX: 06 323 3878
EMAIL: hereford@pbbnz.com
WEBSITE: www.herefords.co.nz
www.herefordprime.co.nz

COMPILED BY PIVOT DESIGN, PBBNZ.
ISSN 1177-0961

Downloading Group EBV's

INSTRUCTIONS

- 1 Source a User I.D. and Password from NZHA Registry
- 2 Go to the NZHA website www.herefords.co.nz
- 3 Select 'Member Login'.
- 4 Complete your member ID and Password and click 'Signon'.

New Zealand Hereford Association Signon

Authorisation Required

Please provide a Member I.D. and Password. Fields marked with an asterisk(*) are required, others are optional

* Member I.D.: 8888

* Password: *****

To change your password, enter your Member I.D. and current password above and your new password below

New Password: _____

New Password Validation: _____

Clear Signon

from Internet Solutions
www.herefords.co.nz

- 5 Select 'Download Files' from the options in blue at the top.
- 6 To print the Group Breedplan Report, select the file named (*example shown below*) "8888_BREEDPLAN_REPT.PDF" and either print the whole report or selected pages.
- 7 To SAVE the report, RIGHT mouse click the report and save it to your computer.

NZ Hereford Download Files

File Name	File Description	Create Date	File Size
8888 GROUPEBV.ZIP	Group EBVs	20 Sep 2011	3.3 KB
8888 GROUPEBV.DAT	Group EBVs	20 Sep 2011	18.4 KB
8888 HERD_ETREND_G.DAT	Phenotypic Trends	20 Sep 2011	1 KB
8888 HERD_ETREND_G.ZIP	Phenotypic Trends	20 Sep 2011	1 KB
8888 HERD_GTREND_G.DAT	Genetic Trends	20 Sep 2011	2.1 KB
8888 HERD_GTREND_G.ZIP	Genetic Trends	20 Sep 2011	1 KB
8888 BREEDPLAN_REPT.PDF	Your own Herd's Group BREEDPLAN Report Contains EBV Reports, Trends (Tables and Graphs) and Percentile Tables	20 Sep 2011	488.1 KB
dam-trait-leaders.pdf		16 Sep 2011	139.2 KB
sire-trait-leaders.pdf	Sire Report	16 Sep 2011	923.7 KB
sire-summary.pdf	Sire Report	16 Sep 2011	390.3 KB
ascii-file-layout.txt	Layout of Sire Summary File	15 Sep 2011	6.3 KB
nzha-group-herd-rept-intro.pdf		15 Mar 2011	44.8 KB

NZ HEREFORDS
SPECIALISTS IN GRASSLAND GENETICS

- 8 Repeat the above commands for any Outlier Reports displayed. (*Please note reports are only available for a month before being updated. If you wish to keep a copy you may like to download the report to a destination and rename it with a date for future reference.*)

President's Note

Welcome to spring... I hope you have all had, or are having a good calving and that you are pleased with the new calves. I think most of us are thankfully through this important period without too much adverse weather. We had one very cold week, with snow and cold showers in the middle of lambing, but fortunately very few lamb deaths. We are now docking at about 150% and it is very good to see a lot of ewes with two or more lambs. Spring has been slow but the next week appears to be warm, so we are hoping for some grass growth.

Hadyn Eade from Altum, called on us in early August and we ordered a layer of dry cow "Crystalyx". Our cows think Xmas has come early and it was not long before we ordered our second layer. One often wonders about the merit of supplements but we have had no milk fever or grass staggers to date, so I have faith in the product and do recommend it, and thank Altum who sponsor this publication.

I thank Colin Corney and his group of "Strategic Plan Thinkers" for the work they are doing. They are well through this and are on target to present a draft plan to Council in November. The Vision and Mission Statements have been formalised and it is now a matter of writing the plan around these two important statements.

Professor Jon Hickford, Lincoln University, is coming to speak

to the NZHA Council in November on DNA, gene-markers, snip-chips, ownership of I.P. and other research that is connected to this field. It is too easy to give I.P. away then find later, that costs for information derived can be very high. Jon is also President of "The Institute of Agricultural and Horticultural Science".

By the time I write my next report I will have attended the Waikato Royal and Canterbury shows. I am looking forward to meeting as many members as possible and seeing a good number of Hereford exhibits. I know showing can be costly and time consuming. We did it for 30 years and treated it as a sport, had a lot of fun and made many friends. Looking back I often wonder how we found the time to show, especially in the spring. We retired in 2003, but watch this space.

I hope you are all thoroughly enjoying the "hype" of RWC, and "Go the AB's"!

Till next time.

Regards,

Peter Smyth

NZ Herefords, President



Registry Report

GROUP RUN CUT OFF is now the 3rd of each month with the report being available towards the end of the month.

You will receive an email from Breedplan alerting you to a herd report ready for downloading from Internet Solutions.

(Please note - a report will only be available if you have data entered in the run and available only until it is overwritten by the next run).

Contact Hereford Registry to advise of when you would like your free annual report.

DNA PROFILES are required for all mating sires. Check the NZ Herefords website under "Animal Enquiries" to see whether a DNA profile has already been completed for your mating sire. Note that if DNA profiles are not completed, registration of progeny cannot proceed.

USING AN IMPORTED AI SIRE? Prior to use, check on Internet Solutions for a DNA profile and Hypotrichosis test.

DNA profiles and Hypotrichosis testing can be extracted from semen from old animals. Contact the Office if you require envelopes for hair samples.

Remember even if he is not your bull; ensure there is a DNA profile on file so registration of progeny in your herd can occur.

PARENT VERIFICATION changes to an animal, resulting from DNA profile results. These changes need to be initiated by the breeder please.

CERTIFICATE OF SERVICE & TRANSFER forms are available from the Hereford website. Association - NZHA Forms.

AI SIREs Please check your AI Sires are registered and have a DNA profile lodge with the Association prior to purchasing, selling or advertising semen.

Please contact the office for DNA envelopes.

Best Practice - ensure a hypotrichosis test is completed.

\$1 SURCHARGE per calf applies to 2011 born calves entered manually from May 1 2011.

ONLINE REGISTRATIONS & PERFORMANCE RECORDING

Contact Hereford registry at the Office if you wish to register and performance record your herd data online. You will require internet access and an email address to use this system.

Linda Shailer

Registry

2012 BEEF EXPO

Saturday - Sunday 12/13 May 2012

Future Beef Events

Monday 14th May 2012

Tru-Test Super Sires Open Day

NZ Herefords Judging

Queen of Hearts Female Sale

Tuesday 15th May 2012

NZ Herefords Sale





**MILK FEVER IS NOT JUST A
PROBLEM FOR DAIRY FARMERS.
REDUCE YOUR HERD'S RISK OF MILK
FEVER WITH CRYSTALYX DRY COW**



Crystalyx Dry Cow is a lick block formulated to help maintain optimum blood magnesium and reduce the risk of milk fever. The dehydrated molasses blocks are weatherproof, and their hard nature means intakes are controlled and continuous. For more information, or to order,

call Altum today on 0800 784 674 or visit www.altumnutrition.co.nz



NOMINATIONS WANTED

Herd of Excellence 2012

The NZ Herefords Herd of Excellence is again open to nominations from clubs or individuals for the 2012 round.

Breeders from anywhere in NZ can make a nomination, but the nominee must be a North Island breeder.

Nominations will alternate between islands, on a bi-annual basis. This means nominations for the 2014 round will be for South Island breeders only.

The 2012 competition is open to any NZHA North Island breeder – irrespective of herd size. The overall winner will be deemed a ‘quality Hereford operation’ over and above other operations entered in the competition, regardless of herd size differences.

A panel of judges will be invited to review all entrants based on the written farm profile submitted by all entrants. Finalists will be identified and then visited on-farm. A Herd of Excellence will be identified and announced as the Supreme Herd of Excellence winners at the NZHA Dinner held in conjunction with Beef Expo.

Nominations:

All financial NZHA members are welcome to make a nomination. A nomination can be undertaken by an individual, syndicate or affiliated Hereford club. Breeders are also welcome to nominate themselves. A nomination form has been included with this edition of the Red Rag for convenience. If nominating another party, it is crucial the nomination form be signed by the breeder being put forward.

When considering breeders for nomination please keep in mind the following aspects; quality of the Hereford herd, performance of the herd, marketing, overall farm performance, farm presentation, sustainability (both financially and environmentally), the breeders' contribution to Herefords and their own community.

Once nominations have been received by the close off date, October 28 2011, (see time line) all nominees will be provided with and asked to complete a written farm profile within a given time frame and return it to the NZHA office.

The judging process:

The judging panel, appointed by the NZHA Council and office will be provided with copies of all written profiles from which they will select the herds and properties to be visited in person in late summer/early autumn. That same judging panel will visit all finalists in consecutive visits before making their final decision for the recipient of the Supreme Herd of Excellence title.

Public Event:

A public event recognising and celebrating the achievement is to be hosted by the recipient/s of the Supreme Herd of Excellence title. All entrants are asked to indicate an approximate time of hosting such an event at time of entry.

TIMELINE:

August 2011

Call for nominations.

28 October 2011

Nominations close.

5 November 2011

Written profiles sent to entrants.

10 December 2011

Deadline for return of written profiles.

13 December 2011

Copies of written profiles sent to judging panel for consideration.

Early January 2012

Judges lodge list of herds to be judged with NZHA office.

Late January 2012

All entrants to be notified of outcome from first judging round.

February-April 2012

Judging panel to visit finalists at a time convenient to all parties.

30 April 2012

Judges to have lodged final decision with NZHA office.

May (Beef Expo) 2012

Winner announced.

Updated tagging advice for farmers

Media release - 13 September 2011

Farmers are being given updated advice about tagging rules for cattle and deer in the run up to the introduction of the mandatory National Animal Identification and Tracing (NAIT) scheme for cattle next year.

The Animal Health Board (AHB) and NAIT Ltd have produced an easy-to-follow guide for farmers based on the most common scenarios covering movement of animals for grazing, sale or slaughter.

The information is to help farmers prepare for the NAIT scheme, expected to be mandatory from 1 July 2012, pending the passing of legislation. The guide to ear tagging requirements is available on both organisations' websites at www.tbfree.org.nz and www.nait.co.nz

NAIT Chief Executive Russell Burnard said the simple matrix will provide farmers with an at-a-glance guide to their tagging requirements to prepare for next year's implementation of the NAIT scheme.

"Our message to farmers continues to be: keep on tagging your animals with NAIT-approved RFID tags. Tag your animals when they are young and easier to handle to prepare for the NAIT scheme next year and to avoid double-handling or re-tagging costs."

Acting Animal Health Board Chief Executive, Nick Hancox, said the focus was on having practicable advice, while minimising inconvenience to farmers during the transition period.

"Farmers should be confident that both organisations are working to ensure the transition process continues to support animal identification requirements under the bovine tuberculosis control programme," he explained.

Further information can be obtained from the AHB on 0800 437 243 or NAIT on 0800 624 843.

-ends-

Further information:

NAIT Ltd
Emma Reilly, 04 894 0581 / 021 680 167

Animal Health Board
John Deal, tel. 027 475 0654

Updated tagging advice for farmers

Prior to 1 November 2011 (applies to all cattle aged over 30 days)*

	AHB-approved primary (barcode) tag	NAIT-approved primary (RFID) tag	AHB-approved secondary tag
Moving cattle to slaughter	<input checked="" type="checkbox"/> Alternatively, a direct-to-slaughter tag can be used as a primary tag	Not required	Not required
Moving cattle for sale or grazing	<input checked="" type="checkbox"/> Either an AHB-approved tag, OR a NAIT-approved RFID tag is required		<input checked="" type="checkbox"/>
Cattle remaining on property	No current legal requirement to tag		

From 1 November 2011 to 1 July 2012 (applies to all cattle aged over 30 days)*

	AHB-approved primary (barcode) tag	NAIT-approved primary (RFID) tag	AHB-approved secondary tag
Moving cattle to slaughter	<input checked="" type="checkbox"/> Either an AHB-approved tag, OR a NAIT-approved RFID tag is required. Alternatively, a direct-to-slaughter tag can be used as a primary tag		Not required
Moving cattle for sale or grazing	<input checked="" type="checkbox"/> Either an AHB-approved tag, OR a NAIT-approved RFID tag is required		<input checked="" type="checkbox"/>
Cattle remaining on property	No current legal requirement to tag		

From 1 July 2012 (applies to all cattle)*

	AHB-approved primary (barcode) tag	NAIT-approved primary (RFID) tag	Approved secondary tag
Moving cattle to slaughter	Not required	<input checked="" type="checkbox"/>	Not required
Moving cattle for sale or grazing	Not required	<input checked="" type="checkbox"/>	Both a NAIT-approved RFID tag and approved secondary tag are required**
Cattle remaining on property	Not required	<input checked="" type="checkbox"/>	Both a NAIT-approved RFID tag and approved secondary tag are required*

Key:

Required

* Bobby calves (animals less than 30 days old going directly to slaughter) require a tag issued by the meat processing companies

** Capital stock have a three-year grace period for NAIT-approved RFID tags, unless being moved off-farm. Newborns must be tagged within 180 days of birth, or prior to their first off-farm movement



Kazakhstan

A new member of the World Hereford Council

- Jan Wills, WHC Secretariat

I visited Astana in Kazakhstan recently as I was invited to speak at their 2nd Livestock Forum. I was asked to speak specifically on the advantages of being a member of the World Hereford Council and the requirements for compliance to that membership.

Kazakhstan is a landlocked republic south of Russia, West of China and Northeast of the Caspian Sea. Native Kazaks are a mixture of Turkic and Mongol nomadic tribes who migrated into the region in the 13th century. The area was conquered by Russia in the 18th century and became a Soviet republic in 1936.

On 16th December, 1991 Kazakhstan adopted the Constitutional Law on the independence of the Republic of Kazakhstan. The economy has been radically transformed to a market economy and the country has enjoyed significant economic growth since 2000. This is partly due to its large oil, gas, and mineral reserves although Kazakhstan is also an important producer and exporter

of high-quality wheat.

In 1995 Astana was designated as the future capital of the newly-independent country. President Nazarbayev and government officials cited several problems with keeping the capital in Almaty such as the city's risk of seismic activity, insufficient room for expansion, and the proximity to international borders. Astana is located in central Kazakhstan on the Ishim River in a very flat, semi-desert steppe region and politics and government are now the main economic activities.

Since the move in 1998, Astana has spent a great deal of their oil money on government buildings and instigated one of the world's greatest building projects.

I was amazed at what had been achieved and spent an afternoon strolling down their left bank (a huge open space in the center of the city) admiring their unusual buildings and lovely gardens. I walked to the Shatyr Khan which is not only the highest tent on Earth, but also the highest structure in the

capital city. It is a huge shopping complex with restaurants, cinemas, and even an artificial beach and a swimming pool. I was very impressed by the general layout of the city and the innovative designs of the buildings.

The government of Kazakhstan has another ambitious plan. They aim to double beef cattle numbers by establishing herds of 1000 to 3000 cows on a number of qualifying farms and part of that plan is to import 70,000 purebred cattle. In his opening speech at the Forum the Minister of Agriculture stated that Kazakhstan had a large scale objective which was to strengthen their export capacity of cattle meat and become one of the leading world exporters of meat. He said "to achieve this aim cattle breeding reproduction centers are currently being established, breeding stock purchased and modern growing facilities are being constructed."

Today 85% of the cattle in Kazakhstan are in herds of one, two or three animals

and they are being farmed in the traditional way. The land is not fenced and pastures would not sustain intense grazing.

Getting the villagers to cooperate and breed their cattle to Hereford and Angus and then sell the offspring to big farms will be a challenge but so was building a whole new city and they have certainly achieved that.

My only rural experience in Kazakhstan was a visit to a fair which was a short distance from the city. The best way to describe the fair is to say that it was like our local sale day combined with a farmers market.

There were all sorts of animals for sale. Sheep, cattle, camels, pigs and horses were all penned ready for auction. I also noted some displays of imported cattle with promotional placards but unfortunately for me they were all written in Russian. There were a few Herefords on display and one bull (pictured) had a rocking chair brand on his shoulder so I wondered if he had been imported from Rocking Chair Ranch in Texas.

The hospitality tents were absolutely beautiful. They were shaped like the traditional yurts and the walls were felted wool. Inside the tapestry designs were really attractive and the tables were laden with fruit, chocolate and nuts.

I was offered one of their special treats



which is fermented mare's milk. To say it is an acquired taste understates the flavour. I managed the horse meat quite easily. It is a little salty but otherwise quite edible however the mare's milk was quite a different matter. I will never acquire a taste for that.

After leaving Kazakhstan I wondered if my visit really achieved anything and if they would actually form a breed Association and embark on their ambitious

plan to build a significant beef industry.

I underestimated the government's determination to transform their beef farming enterprise because I have since had a phone call from a newly appointed general manager of the newly constituted Hereford Association with an application to join the World Hereford Council. Now all they need is some Hereford cattle.



Yellow fat in lamb and beef

Some breeds of cattle have yellower fat than others, even when grazing together. This suggests that a genetic factor is involved, and it is now known that this factor is a gene deficiency normally involved in the conversion of β -carotene to Vitamin A.

Because some of New Zealand's export markets, such as Japan and South Korea, greatly discount the price of beef cuts with yellow fat, beef exporters regard such meat as unsuitable for these markets. Lush pasture carries the β -carotene pigment causing the yellowness in susceptible cattle. Feeding a high grain diet for a minimum of 6 to 8 weeks before slaughter will convert animals to white fat production, because the pigment is not present in grain.

Excessively yellow fat occurs in only a very small proportion of lamb carcasses in New Zealand but it also has a genetic basis. Excessively yellow fat is potentially a problem when marketing lamb. As a result, excessively yellow lamb carcasses, cuts or even boneless cuts may not be exported, resulting in greatly reduced prices to producers for such carcasses.

Plant source of yellow pigment

Most of the yellow pigment responsible for yellow fat is β -carotene. The yellow colour is largely due to carotenoids (lutein and especially β -carotene), which are found in high concentrations in all green herbage; the carotenoids have an important function in photosynthesis. Lush pasture may have as much as 400 ppm carotenoids in its dry matter, but grains usually have concentrations of less than 5 ppm in the dry matter, which is why a feedlot diet can reduce the yellow fat level considerably. Carotenoids are lost rapidly from plants when they wilt or are cut for hay or silage. A low carotenoid level is also found in the bulbs of turnips.

Sheep and lamb

While most lambs may have a yellow tinge to their fat, only a very small proportion is downgraded because of excessively yellow pigmented fat. Experienced meat inspectors believe they can distinguish between the muddy-yellow jaundiced carcasses resulting from liver damage (e.g., lambs with serious facial eczema) and yellow pigmented carcasses.

Most sheep have the ability to convert dietary β -carotene into Vitamin A (a colourless compound) in the gut wall. The family of yellow pigments involved (xanthophylls), come from pasture, and are chemically closely related to the yellow pigments found in beef fat. While most lambs are able to break down most of the yellow pigment into colourless compounds, a few are believed to lack the appropriate enzyme to do so, leading to excessively yellow-fatted carcasses.

Survey

A national survey of meat plants showed that the prevalence of this problem was 1:500 to 1:1000. Although this is only a minor

problem nationally, the problem is financially very important. In the worst case found, around 10% of one line of lambs was rejected for export because of excessively yellow fat.

Inheritance of yellow fat

Yellow-fatted sheep have been reported from a variety of breeds, suggesting that there is a genetic factor involved. A yellow colour gene has been shown to be present in affected animals. Overseas work has suggested that yellow fat was more commonly found in primitive sheep, and the occasional very yellow-fatted sheep seen today is a throw-back to the original type. The gene is inherited as a simple genetic recessive characteristic and could be largely eliminated by culling rams that produced excessively yellow-fatted offspring.

Farm Demonstration: In a Northland trial, some lambs were swapped between a farm having problems with yellow-fatted lambs and a farm without this problem. Much later, the trial lambs from both farms plus some lambs remaining throughout the trial on their original farm were sent for slaughter. The lambs originating on the problem farm had a high proportion of yellow-fatted lambs, irrespective of the farm on which they were later grazed, and the lambs from the good farm had a negligible incidence of yellow-fatted lambs unrelated to the farm where they were grazed. The conclusion of the trial was that the issue was genetic and not due to the herbage being grazed. Based on the measurement of high xanthophyll concentrations in the blood, three rams and some ewes were culled from the property with the high incidence of yellow-fatted lambs and the incidence of yellow-fatted was greatly reduced.

Beef

Yellow fat in beef is a problem when exporting meat to some countries, most notably in Asian countries such as Japan and South Korea.

A range of yellowness is seen in the carcasses of most groups of cattle, although the Jersey breed is notable for producing very yellow carcasses and yellowish milk. Jerseys have yellower fat and higher carotenoid concentrations in the fat than beef breeds, but there is as large a range in fat colour within a breed as between breeds. Fat colour clearly has a genetic component, but the relationships between carotenoid concentrations in blood, milk and adipose fat is moderate.

Feeding management to achieve white fat The only current method to ensure beef without yellow fat is to feed cattle a low carotenoid diet for a minimum of 6 to 8 weeks. This can be achieved by feeding stock in a feedlot, using diets with grain and silage or hay. A change in fat colour will not occur when feeding hay or silage to

cattle on green pastures. The carotenoid intake from the diet must be reduced from the 180-400 mg/kg DM found in green pasture to that in dry pasture or cut hay (may be 30-40 mg/kg DM), or to that in grains (<5 mg/kg DM). Blood plasma carotenoid concentration must be reduced from 4-10 µg carotenoid/ml to below 1.5 µg carotenoid/ml. These requirements can be met in some locations at the end of summer and early autumn when the pastures have dried off and there is very little green matter in the pasture. Recent research has shown that a high daily intake of vitamin A reduces blood carotenoid concentration and could be coupled with other strategies, such as feeding turnip bulbs left after the removal of the green leaves by young stock, to reduce the yellow colour of the fat. The rate at which an animal puts on new fat will affect the time taken to achieve white fat, or the extent to which yellow fat is converted to white.

Genetic test for white fat? If a genetic test for white fat could be developed, it would be possible to test beef animals early in life, say at weaning, to decide whether they carry genetic factors likely to lead to yellow fat. At least two genes are involved in cattle, probably in combination; one of these is β-carotene dioxygenase. If mutants of these genes are present, the animal could be targeted towards a market which does not discriminate against fat colour; otherwise with the genes for white fat it could be finished for an Asian market.

Marketing and health issues

The yellow carotene pigment in beef may be regarded as a health benefit, because it is metabolised in the human body into vitamin A. Also, in cattle on a similar diet, the yellower the fat, the lower the proportion of the saturated fatty acids in the fat and the higher the

proportion of the mono-unsaturated fatty acids.

The yellow pigments have no effect on the meat's eating quality (e.g., tenderness and flavour). However, since white fat could indicate that cattle have been finished on a feedlot, they could have less variability in tenderness. Beef production systems in New Zealand produce mainly younger grass-finished cattle as the basis for their premium product. The fat pigments are tasteless so it can be categorically stated that fat colour is completely unrelated to meat quality. The problem is purely one of perception, but serious, as in some markets yellow fat is perceived to indicate that an animal was in a diseased state at the time of slaughter or from an older animal.

Surprisingly, sensory studies have shown that on average, meat from Jersey cattle was preferred when compared with the meat from other breeds and the panellists are unaware of the identity of the meat. This may explain the increasing acceptance of beef from animals of Jersey origin in the New Zealand local market.

For further information contact:

Neil Cullen
AgResearch
Ruakura Research Centre
Private Bag 3123, Hamilton
Phone: (07) 8385414
Email: neil.cullen@agresearch.co.nz

Although this document has been prepared in good faith from a number of sources believed to be reliable, AgResearch does not give any warranty that all information contained is accurate or complete or that advice given will be appropriate in all circumstances. AgResearch shall not be liable to anyone in respect of any damages suffered as a result of their reliance on the information contained in this document. Mention of product trade names implies neither endorsement of those products nor criticism of similar products not mentioned.
©AgResearch 2011. All rights reserved. Any reproduction of this document in any medium without the consent of AgResearch is strictly prohibited.

Hereford Marketing via the NZHA Bulk Email System

What's involved?

All breeders now have the opportunity to advertise/market Hereford genetics to the wider NZHA membership via the NZHA 'Bulk Email' system.

Over 250 breeders have their email addresses lodged with the NZHA and receive regular NZHA information via the bulk email system.

- Send your brief and correctly proofed information to the NZHA office - maximum of 100 words.
- Optional: Attachments can support your brief note, by a professional design pdf advertisement, designed by Pivot Design (design cost - additional) or supply your own.
- Indicate a date when you would like this information to be sent out to the membership via the email system.
- You will receive an NZHA invoice for *\$100 +gst for this email advertising spend.

Another Ozzie Hereford Sale

- another Kiwi Hereford Sire (Koanui Rocket 0219) sets the pace

August 2011

Wirruna Spring Bull & Female Sale

BULLS:

Offered: 50

Sold: 50

Average Price: \$4,935

Top Price: \$12,000

Name of Top Price Animal: Wirruna Element E83

Sire of Top Price Animal: Koanui Rocket 0219

Purchaser of Top Price Animal: Crown Point Pastoral, Alice Springs

September 2011

Elite Poll Herefords Sale

Offered: 32

Sold: 27

Average Price: \$4,100

Top Price: \$9,000

Name of Top Price Animal: Elite 4110 F88

Sire of Top Price Animal: Ardo Hustler 4110 (Imp NZ)

Purchaser of Top Price Animal: Carl Winter, Winter Grazing Company, Toowoomba QLD

Comments: Very pleasing result with an increase in the average price and with new and repeat buyers competing strongly in the Helmsman Auction. Bulls sold to 3 states. Elite's calving ease genetics combined with the market traits of growth, muscling and IMF were strongly sought after by those attending the sale. The 9 Ardo Hustler 4110 bulls averaged \$5,470.

Bullish Hereford Bull Sales – Australia

The strong demand for Hereford bulls at the autumn sales has carried over and in fact accelerated at the spring sales.

So far this year, 2400 Hereford bulls have grossed \$12.5 million at auction for an average of \$5200. This is the highest annual average ever recorded for the Hereford breed, up 20% on last year's average of \$4373 for 2617 bulls.

Close to 3000 Hereford bulls will sell at auction this year which could easily be a record for the breed. Members who offer sound, well credentialed and properly presented bulls are being rewarded.

The highest price at the 63 on-property and multi-vendor sales held so far has been \$70,000 paid at the Wodonga National in May where 180 bulls averaged \$7543. The Dubbo National in June was also right up there with a top price of \$46,000 and an average of \$7205 for 113 bulls.

The top average so far this year has been \$7900 for 50 bulls at Bowen while another to crack the \$7000 mark was Mawarra where 67 bulls averaged \$7375.

Sales to average in the \$6000 to \$7000 range were South Boorook (\$6216 for 37), Karoonda (\$6407 for 38), Newcomen (\$6200 for 44), Yalgoo (\$6500 for 36) and Mountain Valley (\$6416 for 36).

The honour of selling the most bulls at an on-property sale rests with Ironbark where 195 bulls averaged \$5653.

TRU-TEST Super Sires 2012

To qualify, a bull needs to be structurally sound, have a full complement of performance records, and be from a management group of 20 or more bulls. He will need to be mated to 20 or more cows, with at least 10 of them registered. He will also need to achieve a conception rate of 75% or more to be accepted.

The information required is:

Birth weight
200 day weight
400 day weight
EMA and fat scans
Scrotal measurement

The committee would appreciate expressions of interest at your earliest convenience.

Please contact:

North Island committee:

Kevin McDonald *Chairman* 07-333-8068
Mike Langtry 06-328-5990
Rodney Jupp 06-754-6764

South Island committee:

David Morrow *Chairman* 03-303-9749
Robert Kane 03-204-8236
James Murray 03-319-4331

Preliminary Notice - Complete Dispersal

Branston Polled Herefords (EST 1958)

On the farm - April 28th 2012

Offering approx...

- 40 Mixed aged cows
- 20 Incalf heifers (mated to Hukaroa Instead 10134)
- 25 Unmated heifers (2010 born)
- 40 2011 born calves

Including progeny of

- Titiokura Volcano 1272
(son of Remitall Boomer 486 IMP Canada)
- Koanui Style 5146
- Koanui Union 5044

Auctioneers:

PGG Wrightson Agent Bruce Orr 0275 922 121

Graeme and Grace Hosking | 092359175 | branstonfarm@xtra.co.nz

84 Allcock Rd, RD2, Waiuku 2682

NZHA-REDRAG-OCT11



"Did you know?"

That as a NZHA member, **you benefit** from every friend or neighbour you recommend to Goldpine through our NZHA Goldpine referral programme.

For more information contact NZHA or your local Goldpine representative.

New Zealand Hereford Association



GOLDPINE
"your outdoor timber specialist"

 0800 2 GOLDPINE (246 5374)

GOLDPINE
"your outdoor timber specialist"



HEREFORD PRIME BEEF

MAGILLS BUTCHERY, TE AWAMUTU
PH 0800 624 455

AE PRESTON, PALMERSTON NORTH
PH 06) 356 1622

ANDERSON MEATS, MASTERTON
PH 06) 377 7951

WAIKANAE BUTCHERY, WAIKANAE
PH 04) 902 6776

AE PRESTON, WELLINGTON
PH 04) 385 6118

AE PRESTON, PORIRUA
PH 04) 237 7313

RAREFARE, CHRISTCHURCH
PH 03) 352 9047

MEDITERRANEAN MARKET, QUEENSTOWN
PH 03) 442 4161

BOWMONT WHOLESALE MEATS, INVERCARGILL
PH 0800 146 328

www.herefordprime.co.nz

Sale Results 2011

Friday 2nd September, 2011

MAHUTA HEREFORD STUD

	No.	Avg	Top
John Allen, Drury	44	\$2,138	
Angus Yearlings	5	\$2,200	

Comments: Total stock clearance.

Friday 9 September 2011

HUKAROA STUD

	No.	Avg	Top
2 Year Old Bulls	12	\$3,635	\$5,100

Top price sold to C & D Pilkington - Oparau

20 Month Bulls	5	\$2,480	\$2,700
-----------------------	---	---------	---------

Top price sold to Te Kauri Downs - Tapora

Yearling Bulls	47	\$2,100	\$2,800
-----------------------	----	---------	---------

Top price sold to D L Swapp - Matamata.

5 bulls sold for Stud Duties to 5 Studs

Bulk buyer R & T Laing - Waerenga - who purchased 7 yearling bulls at an average of \$2,050 each.



Hereford Prime Caps

\$20⁰⁰ per cap including gst.

DEADLINE DATES

December RedRag copy due **November 26th, 2011**

Office Enquiries

Donna Abbiss, Acting NZ Hereford Manager, is available between 9.00am - 4.30pm, Mondays, Wednesdays and Thursdays hereford@pbbnz.com

Linda Shailer, Hereford Registry, is available to assist with your Hereford registry enquiries between 8.00am - 4.00pm, Monday to Friday. lindas@pbbnz.com

Megan Ellett, Tag ordering, is available to assist with your tag enquiries between 8.30am - 5.00pm, Monday to Friday. megan@pbbnz.com

Sharyn Anderson, DNA, is available for enquiries between 8.00am - 4.00pm, Monday to Friday. sharyn@pbbnz.com

2011 Magazine Stories:

Planning for the 2011 NZ Herefords magazine is underway.

If you have suggestions for potential stories please contact Donna at the Hereford office. Story subjects can range from registered Hereford breeders to commercial sheep & beef (and dairy) farmers using Herefords either in a purebred herd or crossbreeding or relevant industry news.

If suggesting a breeder or bull buying client, please keep in mind, the farmer should be a sound farmer (not necessarily following the latest and greatest trends) but one who has sound and thorough farming practices and does the basics well. The farmer should also naturally be a fan of the breed and be happy to discuss why Herefords work for him/her.

NZ HEREFORDS

SPECIALISTS IN GRASSLAND GENETICS



NZ Herefords, PO Box 503, 75 South Street, Feilding. Phone 06 323 4484 Fax: 06 323 3878 Email: hereford@pbbnz.com

www.herefords.co.nz

