

Altum RedRag

THE NEW ZEALAND HEREFORD ASSOCIATION MEMBER NEWSLETTER

APRIL 2012

Issue 117

- 2 PRESIDENTS NOTE
- 4 COUNCIL COMMUNICATIONS
- 5 STRATEGIC PLAN THEMES
- 6 CANADIAN BEEF FACTS
- 9 HEREFORD PRIME
- 13 US BEEF PRICES

"For Sourcing Superior Stock"

see you at the National



Tuesday 15th May 2012

Hereford Show & Sale

Manfeild Park Stadium Feilding

• Sale starts 10:00am

Impact & Super Sires

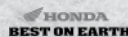
Viewing at 2487 Kimbolton Rd

Monday 14th May 10:30am

www.herefords.co.nz



Ancore



BEST ON EARTH



Diary Dates

16TH - 26TH APRIL 2012
NORTH ISLAND BEEF GENETICS WORKSHOPS

25TH APRIL 2012
YOUTH BEEF SEEDSTOCK GENETICS WORKSHOP

12TH - 13TH MAY 2012
FUTURE BEEF NZ

14TH - 15TH MAY 2012
BEEF + LAMB NZ BEEF EXPO

15TH MAY 2012
NZ HEREFORDS NATIONAL SALE, AGM & BREED LUNCHEON

1ST JUNE 2012
ADLS DUE

NZ HEREFORDS
SPECIALISTS IN GRASSLAND GENETICS

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Monday May 14

Monday starts Beef Expo with a technical breakfast sessions for visitors to Beef Expo at 8.00am upstairs in Manfeild Stadium.

The Hereford public paddock walk begins at 10.30am and concludes at 12.30pm. The Tru- Test Super Sires and Honda Motorcycles Impact Sires will be available for viewing at this time at the Langtry property 2487 Kimbolton Road, Feilding.

There will be absolutely no admittance to the property before 10.30am.

Judging of the led Hereford entries will commence at Manfeild Park stadium at 1.30pm.

The Queen of Hearts all breeds Heifer Show and Sale begins at 3.30pm in the stadium.

The day winds up with the announcement of the PGG Wrightson Champion of Champions at 5.30pm followed by the Steak of Origin judging and gala dinner where the winner presentations will be made (judging at 6pm, followed by dinner at 7.30pm).

Tuesday May 15

The Hereford auction is first up on Tuesday commencing at 10.00am, followed by all breed auctions which will run consecutively throughout the day.

The Hereford AGM will follow the Hereford Sale at 12noon sharp upstairs in the stadium at Manfeild Park. A breed luncheon will follow immediately after the AGM at 1.00pm.

The luncheon will comprise a three course buffet in conjunction with the announcement of the Supreme Champion Hereford and presentation of the Hereford Beef Expo silverware. The luncheon will also include presentations of Platinum and Gold Benchmark Dams, announcement of the Herd of Excellence 2012 winner and a farewell for a retiring Councillor.



President's Note

Autumn is upon us and most of us in the North Island have had two bad storms with either heavy rain (300 mls here), or wrecking gale force winds. I hope that you in those areas didn't sustain too much damage.

Weaning and PT'ing will be in full force and those that Autumn calve, well through. This is the case here and our autumn heifers are presenting no problems.

I would like to congratulate Paul Scott on gaining a seat on council, created by Geof Brown's retirement and welcome him to council. Chris Douglas held his seat, and I thank Robert Kane for making himself available for election.

I must pay tribute to Geof Brown for his ten years on council, including two years as President. Geof is a real character with a lot of humour and wit. He has been a marvellous councillor and President and those that served with him will miss him, especially his work on the "Tech" committee. Thank you Geof for your service to Herefords and we wish you well in the future. He will attend his last meeting in May.

1. Strategic Plan committee chairpersons have been named and members are invited to join. The committees are, Governance, Farm, Leadership, Market, Information, Growth & Development. See this issue of the RedRag for more details.
2. In time for this year's calving we are starting a new Hereford Prime Source & Trace tagging programme. More on this - mid April.
3. Our NZHA Expo Programme, is fully covered in this issue.
4. We are well into computer technology so the RedRag will be placed on the website for you to read. Hard copy will still be automatically posted out in the short term.

We had very good entries for Expo, but after inspection this number has been reduced. I believe under the present price structure it is going to be difficult to make this event pay, and I invite discussion on this.

I hope a good many of you will make it to Expo and our Annual General Meeting.

Hope to see you there.

Regards,
Peter Smyth,
NZ Herefords, President



Apology

As many members will be aware, PBBNZ recently began introducing e-invoicing, albeit it with some technical errors and perhaps less warning than was practical. I would like to sincerely apologise to those members that were inconvenienced or felt the communication was lacklustre. As we continue to roll-out new innovations, I will be personally ensuring that our communication is of a higher standard, and geared so adequate time is given to receive feedback from you, our client. I do appreciate that this mode of invoicing does not suit everyone, so please don't hesitate to contact us so we can post your invoice to you. Thank you in advance for your understanding. Please don't hesitate to contact me if you have any concerns or questions.

Clinton Poole, Shareholder and Member Services Manager
PBBNZ Ltd

New Gold Business Partner For NZ Herefords



The NZ Hereford Association Council is delighted to announce that HONDA MOTORCYCLES NZ (Blue Wing Honda) has recently been confirmed as a new Gold Business Partner/Sponsor.

The partnership includes the naming rights to the Impact Sire Classes at the National Hereford Sale at Beef Expo and will include the Public Viewing of the Honda Motorcycles Impact Sires on farm, at Awhea, Kimbolton at Expo time. Honda will also have a trade site at Expo, next to the Hereford stand so take the time to visit them.

The Hereford Herd of Excellence (HOE) Competition and Field Day will also be fully supported by Honda Motorcycles NZ and accordingly will be renamed the 'Honda Motorcycles - Hereford Herd of Excellence' Competition. They will be the exclusive provider of on-farm bikes for use at the HOE field day.

This is an exciting development for the Association and breeders can visit Honda Motorcycles NZ at www.honda-motorcycles.co.nz

New Zealand Hereford Association

2012 Annual General Meeting

12 noon
Tuesday 15th May 2012
after the
NZ Hereford National Sale
at Beef Expo

Venue

NZ Hereford AGM
Mezzanine Floor, Manfeild Park Stadium,
South Street, Feilding



LICK TO TURN PASTURE INTO PRODUCTION



Crystalyx Forage Plus helps your bulls achieve optimal sperm development and motility. It is a de-hydrated molasses lick block containing macro and micro-nutrients to alleviate deficiencies. These minerals will also assist your bulls in obtaining optimum health condition prior to sales.

Available from Altum.

Call 0800 784 674 or visit www.altum.co.nz



Council Communications

At the March 2012 NZHA Council meeting, the following important issues were discussed and decisions made. PLEASE read the following communication carefully. If you have any thoughts, please contact your local Councillor.

NZHA Strategic Plan Working Groups

To progress the 2011-2016 strategic Plan, the following Councillors put their names forward to lead a Working Group in each of the six Strategic Plan themes.

Breeders who are interested in participating in a particular Working Group should contact the Councillor in charge. It is envisaged a mix of Councillors and interested breeders will form the basis of each Working Party.

THEME	COUNCILLOR	PHONE
Governance	Colin Corney colraine.herefords@farmside.co.nz	07 823 6252
Farm	Gray Pannett pannetts@xtra.co.nz	03 446 6833
Information	Andrew Russo Andrew.R@vetfocus.co.nz	07 873 1515
Market	Jane Allan wayne@xcell.co.nz	03 347 4200
Growth and Development	Philip Barnett kaitoa@farmside.co.nz	06 374 3555
Leadership	Jason Graham jodyandjason@xtra.co.nz	07 887 3884

See next page for more information on Strategic Plan themes...

Increased Penalty Interest Rate on Overdue Accounts

As of May 1 2012 ... NZHA accounts that are outstanding at 90+ days will attract an increased interest rate of 10% per month. Accounts 30 - 90days in arrears will continue to attract penalty interest also.

ADL Billing

Breeders will have recently received their Animal Disposal List (ADL). Any amendment to cattle numbers in your herd must be recorded on these ADL's and returned to NZHA Registry by 1st June 2012.

From this date all ADL totals will become billing totals and breeders will be liable for this amount **without exception**.

It is important to note that the Association is liable for the registration fees of these active animals (via PBBNZ, our service provider) and cannot justify subsidising a few members who cull animals after this date with the intention of not paying fees on the culled animals. Hence individual breeders are liable for the payment of fees for their animals listed on the ADL as of the 1st June.

Sliding Cow Fee Scale

For the 2012/13 year going forward - where a herd has both registered and non-registered cattle recorded with NZHA, that for the purpose of fees they be treated as one herd with the sliding scale being applied.

RedRag Newsletter online

A full version of the RedRag newsletter will be available for download from the NZHA website in .PDF format, effective from August 2012. This is an alternative to the current process of receiving a hard copy in the post.

If you no longer wish to receive a hard copy of the newsletter please contact the NZHA office by 30 July. From this date, the database will be amended.

Rule 13a & 13b

Council decision to remove Rule 13b and amend Rule 13a. (See NZHA Rulebook for full rules)

Rule 13a to become Rule 13.

13 (a) Before any imported animal can be entered in the Association's Herd Book, a certificate certifying that the animal (and in the case of embryos – the parents) is clear of any known genetic abnormality (this includes Hypotrichosis, Idiopathic Epilepsy and Diluter Gene) together with the pedigree of such animal, signed by the breeder and also by the Secretary of the Association in whose Herd Book the animal has been entered or accepted for entry, must accompany the application for entry. All animals, embryos and semen imported to New Zealand after 1 January 2005 are to be DNA profiled, parent verified (including sire and dam DNA profiles) with the documents lodged with the NZ Hereford Association office prior to entry to New Zealand. (Blood typing is acceptable for genetic material imported prior to 2005). Entry fees: bull \$100.00, cows \$100.00, embryos \$100.00. Extra registry processing will incur an hourly charge of \$50.00 per hour.

The council invites club/member feedback on this amendment to Rule 13, with the view to enforcing the change from October 1, 2012.

INCORRECT Parent Verification results

Upon receiving INCORRECT parent verification results, it is important for Breeders to respond and notify the NZHA office with corrections. This process relies on 'breeder integrity' in order to preserve the breeding records of NZ Herefords. Thank you to those who have completed this process to date.

NZHA BULK EMAIL SERVICE

The bulk email mode of communication to breeders is particularly useful and serving a very good purpose.

Breeders who DO NOT have an email address lodged with the Association are missing numerous NZHA information updates from this service. Please notify the NZHA office of your address and keep informed!

NAIT Registrations

Information regarding registering for the compulsory NAIT system can be found in the Feb 2012 issue of the Red Rag OR on the NZHA website – home page.

Breeders are encouraged to simply register ONLINE for their NAIT number.

Note - the amendment to the NAIT regulations whereby secondary tags are no longer compulsory from 1 July 2012.

BREEDERS, PLEASE NOTIFY THE HEREFORD OFFICE OF YOUR NAIT NUMBER.

NZHA Strategic Plan Themes - Working Groups

Several Councillors have provided the following directional thoughts for the Strategic Plan Themes they are co-ordinating. Your input into these Working Groups is welcome.

Six Strategic Plan Themes

FARM – Gray Pannett

I'm the coordinator of "Farm" and are looking for four or five breeders from both the North and South Islands who are interested in working with me to formulate this.

Key ideas include:

- » Upskilling breeders so they are seen as leading stud stock producers
- » Upskilling breeders so that they understand what restricts profitability in Beef Cow and Dairy Herds (our customers)
- » Developing Partnerships with research or business partners
- » Regular farm improvement information for our members

If you are interested in commenting on these ideas or offering suggestions I would welcome you to become part of the team who will be driving this.

Please contact Gray Pannett, Limehills Herefords 034466833 or pannetts@xtra.co.nz

I look forward to hearing from you.

GROWTH & DEVELOPMENT – Philip Barnett

Your chance to decide the future direction of NZHA in Growth and Development

A few points of mine to ponder:

- » To have a vibrant / energized organization along with its members that is sustainable.
- » To recognize, utilize and treasure the skill sets members bring to our organization.
- » To recognize /value our employees the asset they are, and be best practice good employers.
- » To develop a model for sustainable growth that meets the needs of the strategic plan and organization financially.
- » To highlight excellence, best practice and associated opportunities.
- » Be open to the needs of the membership.
- » To recognize the many and varied roles breeders and other stakeholders hold in the beef
- » Industry and capture this as per our mission statement / vision.
- » Strengthen our weaknesses and enhance our strengths.

Differing points of view are welcomed. Register your interest with Philip Barnett Ph (06 374 3555 or email kaitoa@farmside.co.nz) or Donna at the NZHA office.

GOVERNANCE – Colin Corney

Governance or should I say good governance will ensure a successful deployment and implementation of our Strategic plan. By ensuring the process of decision-making and the process by which decisions are implemented (or not implemented), will ensure our breed and it's Board have strong succession planning, which will drive profitability for our Breed in years to come.

I personally do not see Council as a board of professional governors, but a strong mix of skilled people with skills in a corporate world or down to earth successful Farming business. This mix is important to ensure the board remain focused on their role to promote and provide a direction in which to enhance our breed and the earnings of its members.

There are 4 key themes within our Governance section of the Strategic plan - these cover Communication, Structure, Skills Training (both within and as a succession plan for future councillors) and finally ensuring the Implementation of our Five year Strategic Plan. There is a large amount of work ahead to ensure strong Governance is in place and with a Council that demonstrates strong behaviour characteristics that have them as Accountable, Transparent, Responsive, Effective and efficient communicators, Equitable and Consensus oriented - our breed and it's association will be admired by all.

So where do we start! I would like to start at the council meeting table - Setting up a meeting structure that will have every councillor involved, adding a time spot that will see chairpersons for each theme conducting a 45 minute workshop involving both councillors and interested parties that would then come back and report to council. Councillors would then go away from our council meetings to communicate with members on ideas that may generate interest in our breed.

If you are interested in the Governance theme then please contact Colin Corney, Colrairie Herefords phone 07 823 6252 or email colrairie.herefords@farmside.co.nz

LEADERSHIP - Jason Graham

The strategic theme of Leadership requires some motivated members who would like to get involved in how we develop and equip individuals within the Assn to drive our breed in the right direction, initially we need to assess and make recommendations for the training required for our current council members (and ongoing program for new council members). Anyone interested in being part of this working group please contact me via email at jodyandjason@xtra.co.nz or by mobile on 0212254908

MARKET - Jane Allan

Looking at Market direction for the NZHA – primarily focusing on "The growth of quality beef through Hereford Prime/SFF beef programs, creating greater demand for Hereford Genetics".

Inviting those interested to register their support with Jane at jane.allan@silverfern farms.co.nz or phone 0274 200 265.

INFORMATION - Andrew Russo

The objective of the information theme is to deliver quality information to the membership to improve their farming business, the genetics produced and their relationships with customers and other industry members.

We are looking to form an 'Information group' to work towards achieving this objective. Initially we will be looking at the 2 key areas of information distribution to our members.

The first of these is how council and the association/PBB communicate and distribute our core information, such as ADL lists, up-coming events etc, to you. We will be working closely with the Governance and Leadership themes to achieve this.

The second area we are working on is the supply of extension type information to our breeders. This will involve looking at traditional and innovative ways to communicate this new knowledge, such as looking at fieldday's, internet seminars etc. The information group will work closely with the Market and Farm themes in this area.

As well as working on these two areas, we will be investigating the possibilities for measuring, assessing and communicating a benchmarking programme to help breeders understand and improve their operations.

If you are keen to be part of the 'Information group' please do not hesitate to contact myself on Andrew.r@vetfocus.co.nz or 07 873 1515

Canadian Beef Facts

- setting the scene for WHC 2012

Canada's cattle herd should keep shrinking for several years, making it tough for the No. 3 beef exporter to capitalize fully on new overseas opportunities, the head of the country's new beef industry group said.

The Canadian herd fell to an 18-year low of 13.87 million head midway through last year, even as Chicago live cattle futures prices were trading near record highs.

In recent months, South Korea ended a nine-year ban on Canadian beef, Canada and Mexico won a fight with the United States over meat labelling, and smaller markets like Vietnam and the United Arab Emirates swung open to Canadian cattle.

Japan could soon expand Canadian beef access, and Canada still hasn't capitalized on China's lowered beef restrictions.

But while there are more potential overseas buyers for Canadian cattle and beef than in nearly a decade, Canada does not have enough of either to supply them all.

"It's going to take time to rebuild that herd and the market signals are going to have to stimulate that investment on behalf of the producers," said Robert Meijer, president of Calgary-based Canada Beef Inc., who expects the Canadian herd to keep shrinking for two to three more years.

"We only have so much meat to go around."

Canada Beef, run by ranchers, packers and processors, formed last year to promote Canadian beef.

Domestic, U.S. and Mexican buyers are Canada's priority markets for their proximity and favourable currency trade-offs. Before exporters ship scarce supplies to new overseas markets, they want to ensure it is worth their while and that risks are low of new non-tariff barriers emerging, Meijer said.

"The reality is, going into any of those export markets means displacing another export market or our home turf.

"It remains to be seen how aggressive the Canadian packers and the exporters choose to (move) back into some of these markets."

As Canada's herd shrinks, U.S. cattle inventory also fell to its lowest level since the 1950s.

While severe drought in Texas has accelerated the U.S. decline, Canada's herd has slipped due to factors including the strong Canadian dollar and high grain prices, which make cattle more expensive to fatten.

Aging demographics are also holding numbers in check, as Canadian ranchers retire and may not have children to continue the business, Meijer said.

Canadian packers are running slaughter plants under capacity because their cost of buying cattle has risen faster than the higher price they can collect for meat, Meijer said.

As a result, demand for cattle from beef packers and exporters like Cargill and XL Foods might disappoint farmers eager to cash in on high prices after leaner years.

"It takes time for the industry to react (to improving conditions), but from my perspective, there's some rightsizing going on, too," Meijer said of prospects for the herd.

Although Canada lacks the beef and cattle supplies to satisfy all its markets, the industry is eager to open more of them to avoid reliance on only a few.

Japan is one of the highest priorities, Meijer said, since the high-paying market currently accepts only Canadian beef from cattle under 21 months of age - tracing back to 2003 restrictions related to mad cow disease.

"It is frustrating when we're dealing with trade barriers that fall way, way outside of science," he said.

"There's huge potential in Japan."

Registry Report

OUTLIERS Some of you may have received outlier reports generated from your latest group run reports.

It is important that these outliers are verified with Hereford registry, to ensure the animal in question and its progeny are reinstated into the Group run analysis. Please return the outlier forms with any alterations to the Office.

PARENT VERIFICATION Changes of an animal resulting from DNA profiling need to be initiated by the Breeder/Owner, even if the test has been done through PBBNZ.

TRANSFER AUTHORISATION CERTIFICATES are available to download from the NZHA website www.herefords.co.nz. These can be completed, signed and sent to the Office for processing. NOTE: Animals sold at EXPO are the vendor's responsibility to transfer.

IMPORTED SIRES AND DAMS Breeders are reminded that before calves can be recorded from imported semen/embryos the sire/dam must be registered with the NZ Hereford Association. Information regarding "Rules & Regulations" can be found in the Rule Book.

If unregistered semen/embryos are used and all the documentation is not available breeders run the risk of not being able to register the resulting progeny in New Zealand.

Linda Shailer
Registry

The Beanbah Boomerang Steak of Origin 2012

A prize worth \$1000 is up for grabs again in 2012 for the Hereford club with the 10 highest scoring entries in the Steak of Origin competition.

The winning club will be the one which has the best scores/placings for their top 10 entries.

In an effort to encourage greater participation, an initiative from Hereford breeders Sid Hain and John Morrison will see a Hereford Prize being awarded to the club with the 10 entries scoring the highest.

The prize - \$1000 of Hereford Prime product – will be presented to the Hereford club that scores best in either the British breeds or the cross-bred class, or a combination of both those classes in this year's Steak of Origin.

Entries for Steak of Origin 2012 have now closed, so we eagerly await the results of both Steak of Origin and the Beanbah Boomerang competitions.

Note - entries must be a purebred Hereford or a first cross Hereford and can be from any person living within the club's region – not just club members. This widest residential qualification is in the hope that Hereford breeders encourage their clients and other finishers of Hereford cattle to participate annually in the competition.

the 10th Steak of Origin Challenge 2012



Gala Dinner & Awards

PRESENTATION

featuring - A sumptuous 3 course Dinner, showcasing
Countdown Finest Angus and specially selected
New Zealand wines.



Monday 14th May



'The Silver Fern Farms
Cocktail Hour' & Judging
from 6.00pm seated at 7.30pm

.....
Semi Formal Dress,
Manfeild Park Stadium, Feilding.

.....
\$90.00 per ticket

(this year a pay bar will be operating)

Tickets available from PBBNZ
Phone: Kaylene **06 323 4484**
Email: kaylene@pbbnz.com



300gm Hereford prime served with onion rings and a mushroom sauce glaze.



Chefs Tom Wepiri and Tony Elliottyson with the Hospitality Award trophy.

Top New Zealand restaurant serves Hereford Prime

A suburban Hamilton eatery, Smith & McKenzie Chophouse, the brainchild of Jason Macklow, Darrel Hadley and Toby and Nic Elliottyson, was named Supreme Champion at the recent Hospitality New Zealand Awards for Excellence. The Chartwell-based restaurant scooped the coveted hospitality award from the nationally recognised Auckland-based Sale St and Soul Bar and Bistro.

The restaurant's unpretentious décor pays homage to butchery history by using traditional butcher shop themes, warm wood, stainless steel, butcher's blocks and vintage meat-hooks which were originally in the Horotiu meat works.

Hadley, Macklow and Elliottyson gradually developed the "paddock-to-plate" steakhouse-style and decided to tour famous United States eateries to fine-tune the concept. What they discovered cemented the Smith and McKenzie commitment to "let our beef do the talking". Quality beef from naturally grazed cattle provided by local suppliers is extremely important to Smith & McKenzie. They serve Hereford Prime scotch fillet, rump, sirloin and a 400gm T-bone all provided by Magill Meats. They also serve AngusPure eye' fillet. The restaurant opened its doors in March 2009 and was a finalist in the HANZ awards that year and every year since. It has been destined for success from the start and there's no doubt the concept is winning the vote of the dining public.

It's been a multi-award winning month for the eatery, as they have also been ranked 13th on the Deloitte Fast 50 with an impressive 387 per cent growth in three years. Smith & McKenzie, the only hospitality business on the Fast 50, was named Central North Island's highest ranking company and the fastest growing retail or consumer product company in the region. It's not just

the menu and the turnover that makes the 150-seat restaurant so successful. Regular quiz nights are packed with patrons and Smith & McKenzie's loyalty card scheme, which also comes in a kid's version, is thought to be one of the most successful in New Zealand.

I visited the restaurant on a Monday evening and was surprised to see the dining room full before 6pm. I then noticed that most tables had small children enjoying a night out and I asked our waitress Nic Elliottyson if this was a normal occurrence and she explained that Monday night was a \$2 night for young children. Kid's meals were served at a cost of \$2 but if the parents filled out a form with the name of the children's school or kindergarten that \$2 was then donated by Smith & McKenzie to their child's school. It was a great promotion and certainly had appeal to lots of customers.

Add to that Smith and McKenzie has been honoured with the Beef and Lamb Excellence Award, which is assessed and awarded annually by culinary experts for excellence in beef and lamb cuisine. People's Choice Awards is about to be launched in all participating Beef and Lamb Excellence Awards restaurants. Diners who choose beef or lamb from the menu during April can fill out a voting form rating the dish on various points, including presentation, tenderness and value for money.

At the end of the month, the highest scoring restaurant will receive the People's Choice Award, with one lucky diner from the restaurant winning a meal for two to the value of \$150. Smith & McKenzie and several other restaurants around New Zealand that serve Hereford Prime have qualified for entry in this competition so make sure you dine out in April and support your Hereford Prime restaurant.

Hereford Prime Muscle Scores

This bull selling season, registered Hereford breeders are encouraged to carefully inspect the muscling attributes of any bulls that they are considering purchasing and also of those that they are offering for sale. This is to ensure that well muscled bulls are used in beef breeding programmes and that such sires can

have a positive influence on the industry.

Referring to the diagram - Muscle scores of A and B are the optimum and a score of C is also acceptable. However D and E are not suitable for a quality beef programme such as Hereford Prime and will be penalised at grading.

For more information please visit the Hereford Prime website www.herefordprime.co.nz

OR

To supply cattle for the Hereford Prime program please contact your local HP procurement agent.

North Island

David Whelan

Waikato

Ph (07) 829 7926

Mobile 0274 784 941

Lower North/Upper South Is.

CR Grace Ltd

Ph (06) 304 9701

Greg Parkes

Ph (06) 212 4414

Mobile 021 276 9772

Fax (06) 322 9772

gregp@crgrace.co.nz

South Island

Robin Gamble

Otago

Ph (03) 486 1791

Mobile 0274 338 941

Canterbury Region

Rural Livestock Ltd

Donald Cooke

0274 73 0854

donald.cooke@rll.co.nz

Muscle Scores

A
VERY HEAVY
MUSCLING



B
HEAVY
MUSCLING



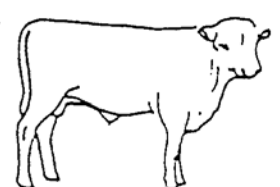
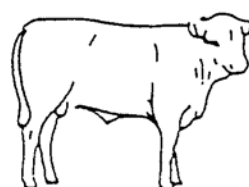
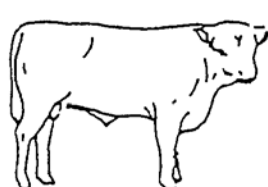
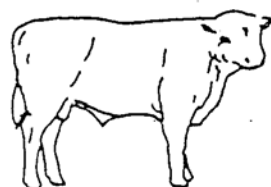
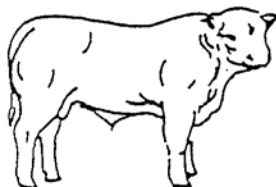
C
MEDIUM
MUSCLE



D
MODERATE
MUSCLE



E
LIGHT
MUSCLE





PROGRAMME

Beef + Lamb NZ Beef Expo 2012

Future Beef NZ Hoof and Hook Competition

Friday 11th May

3.00pm	Registrations & Scanning Commence
6.00pm	Registrations & Scanning Close
6.15pm	All Steers must be penned

Saturday 12th May

6.00am	Gates opened
8.30am	Event Briefing
9.00am	Team Building Exercise
9.30-12.30pm	Modules
12.30pm	Lunch / Beef Ambassador Interviews
1.30-4.30pm	Steer Judging
5.00pm	Beef Ambassador Interviews
5.00pm	Allflex Beef Bash

Sunday 13th May

6.00am	Gates opened
8.30am – 12.00pm	Modules
12.00pm	Lunch
1.00 – 4.00pm	Steer Handling
5.00pm	Silver Fern Farms Prizegiving and BBQ

Allflex Beef Bash tickets \$25 per head.
Silver Fern Farm tickets \$15 per head.

Beef + Lamb New Zealand Beef Expo 2012

Monday 14th May

8.00am	Breakfast and Technical Forum
9.30am	On farm Breed Judging
1.30pm	Led Breed Judging
3.30pm	CLAAS Queen of Hearts Show & Sale
5.30pm	PGG Wrightson Champion of Champions
6.00pm	Steak of Origin Finalist Judging
7.30pm	Steak of Origin Dinner

Tuesday 15th May

10.00am	Hereford, Shorthorn, Gelbvieh, South Devon Sales
1.00pm	Simmental, Charolais Sales
2.30pm	FBNZ Hook Judging & Overall winner announcement.
3.00pm	Angus Sale

* All times stated are approximate times only and are subject to change without notice. All sales will run consecutively.

For further information and catalogues contact PBBNZ Ltd 0800 233 339

2012

NZ HEREFORDS

SPECIALISTS IN GRASSLAND GENETICS

Luncheon

It is a must on the Hereford calendar!

Tuesday 15th May 2012

1.00pm, upstairs, Manfeild Park Stadium

(immediately following the NZHA AGM at 12 noon)

PRESENTATIONS THROUGHOUT THE AFTERNOON INCLUDE:

Supreme Champion Hereford, Expo Silverware as well as Platinum & Gold benchmark dam awards, 2012 Honda Motorcycles Herd of Excellence winner and retiring Councillor Presentation

Order your NZHA Breed Luncheon tickets now - \$60+gst pp

Book your tickets by Friday 4th May 2012

Phone the NZHA office on 06 323 4484 Email: hereford@pbbnz.com or megan@pbbnz.com

No late admissions will be accepted.

2012 Hereford Expo Draw

Sale - 10.00am, Tuesday 15th May 2012

Tru-Test Super Sires

Okawa Panda 0135	25
Hukaroa Item 10 97	26
Otapawa Pinnacle 0110	27
Charwell Nugget	28

Honda Motorcycles Impact Sires

(Unled 2 yr old bulls)

Kairuru Haddon	29
Awhea Kazoo 603	30
Stoney Creek Greek	31
Matapouri Leonard 10 515	32
Grassmere Hem 651	33
Wilencote Stallion 10282	34
Karamu Prince 100001	35
Wisbaridge Standout	36
Hurstpier Egmont	37
Matapouri Latimer 10 471	38

Honda Motorcycles Impact Sires (Led 2 yr old bulls)

Te Taumata Bionic 10297	39
Okahu Judge	40
Keelryn Bright Star	41
Wisbaridge Dane	42
Otapawa Ignite 0046	43
Glacier John 732	44
Te Taumata Bonanza 10293	45
Glacier Top 367	46

Single Entry Heifer Class (Unled)

Gay Learning Lindy 103rd	47
Keelryn Leonora 291	48
Keelryn Leslie 285	49
Matapouri Lydia 10 572	50
Keelryn Leonora 305	51
Keelryn Leonora 293	52

Please note all breed auctions will be run consecutively on Tuesday May 15.

This means lot numbers run consecutively, starting with the Queen of Hearts Heifer Auction on Monday May 14.

“Better Bull Buying Decisions”

PBBNZ have been contracted by Beef + Lamb New Zealand to put together a Beef Genetics Workshop roadshow throughout New Zealand.

Please promote these days to commercial buyers of bulls. PBBNZ and Breed Societies must ensure these days are well attended to secure future Beef Genetics extension funding.

Beef Genetics Workshop

Find out & discuss:

- The relevance of subjective and objective information when selecting bulls.
- How to interpret and use genetic information in your next bull purchasing decision.
- How to simplify bull selection with Selection Indexes.
- How to source bulls on the internet with the best genetic package for your herd.

North Island, 16th – 26th April 2012

Monday 16th

Matapouri/Forest View Hereford /Charolais, Hikurangi
Brian Clements

Tuesday 17th

Storth Oaks Angus, Otorohanga, *Tim Brittain*

Thursday 19th

Turihau Angus, Gisborne, *Hamish Williams*

Friday 20th

Waitearenui Angus, Hastings, *Will MacFarlane*

Monday 23rd

Seven Hills Angus, Eketahuna, *Bryan Bendall*

Tuesday 24th

Ardo Farm, Hereford, Marton, *William Morrison*

Thursday 26th

Ruaview, Simmental/Angus, Ohakune, *John Hammond*

Young Beef Seedstock Genetics Workshop

Find out and discuss:

- The value of genetics, traits of importance and selection methods.
- The interpretation of EBV information on an individual animal.
- An understanding of the factors that influence the rate of genetic progress in your herd.
- Bull selection decisions using genetic technologies.

Wednesday 25th April 2012

9.00am - 3.00pm
Fern Flats Road,
Marton

Hosted by Morrison Farming

Both facilitated by **Christian Duff and Andrew Byrne** (Southern Beef Technologies - Australia)

Live cattle will be used to support presentations and discussions.

Day includes workshop notes, morning tea, BBQ lunch and refreshments.

For more information contact:

PBBNZ, Ph: 06 323 4484 Email: pbb@pbbnz.com

US beef prices at record levels

Courtesy of Hugh Stringleman 'The New Zealand Farmers Weekly' – March 19, 2012

United States beef prices are soaring to record levels just as New Zealand's seasonal cow kill begins.

At US 220c per pound for 95CL manufacturing beef, import prices in the US have never been higher.

They have risen steadily since before Christmas, when the level was in the 180s

The American cattle herd is the smallest since the 1950s and rebuilding cow numbers will make lean beef for processing even shorter, adding further demand for imports from Australia and New Zealand.

Prime beef is short too with US consumers having to pay the highest average price ever at retail, \$5.10 per pound, right as their traditionally strong demand season begins.

But the one fly on the carcass is the high-value NZ dollar, at US 81-82c, and its depressing effect on farm gate returns.

It means schedule prices for bull and steer languish around 375c/kg CW, some 12-15% below this time last year. Cow values are around 270c/kgCW, 18% lower.

The strength of the NZ dollar means that while US prices are 7-8% higher than this time last year, the NZD translations are 4-5% lower.

NZX Agrifax has pointed out that schedule prices for manufacturing cow are only 50% of the 90CL inmarket price for NZ cow beef in the US, whereas that ratio was up at 60% before Christmas.

"Simply put, the meat companies only pay 50% because farmers don't have much flexibility over kill requirements," said analyst Nick Handley.

"The cow cull period is hugely important for beef processors because it's their chance to make a good margin."

ANZCO Foods managing director Mark Clarkson said the outlook for beef is very positive with North American prices high, cow herd liquidation and no signs of a market decline.

But the strong NZ dollar, and the volatility of exchange rates, is creating difficulties for exporters.

Beef plants are waiting for the autumn rush, which has been delayed because of excellent feed conditions for beef and dairy cattle almost throughout the country.

"There are going to be some pasture quality issues during winter, because the stock numbers just can't keep up," Clarkson said.

Demand for cattle restocking means weaner prices have been up around \$3/kg LW, above last year, even though export price schedules are 40-50c/kg lower.

Season-to-date in the North Island the cattle kill is about 100,000 head behind last year but in the South Island the tally is slightly ahead of last year. The national cow kill is around 15,000 a week at present and will rise to 35-40,000 head a week during April and May.

Australian meat exporters have suddenly rediscovered the US market, shipping twice as much during January and February as they did in early 2011.

However, the widespread floods have disrupted cattle transporting and slaughtering, which will cut the beef supply for a few weeks.

With the Australian dollar stronger than parity against the US dollar, the US beef market was under-supplied with Australian beef during 2011. Total shipments were the lowest for 40 years.

However, the comparatively weak US dollar encouraged their beef exports to Asian markets in which US exporters are re-establishing their reputation after the BSE disruption.

As the US becomes more competitive in Japan and Korea, Australian trade has swung back to the easy quota access US market.

But all the US market factors, like small herds, recovering exports, high grain prices and demand for cheaper forms of beef, should mean that Australia and NZ will be able to bank on good trade prices for some time to come.

2012 Levin Show Results ...



*Hannah Gibb, Levin Show Jan 2012.
Cow Class 2nd - Awhea Princess 520*



*Sophie Langtry & Hannah Gibb - Levin Show Jan 2012.
Paraders Class: 2nd Hannah, 3rd Sophie.*

*Introducing NZ Herefords
Youth Ambassador
to the World Hereford Conference 2012*

Peter Kane **- KL1 Hereford Stud**



I am Peter Kane from New Zealand. I am 20 years old and I live on our family farm. We have a very diverse farming operation at Tapanui in the South Island with a newly formed fully self contained dairy farm which is run by my older brother. We also run Romney cross ewes and my parents have two well established cattle studs Blue Mountain Angus and Westholm Polled Herefords from which we sell a number of bulls to farmers from around the district and other areas. I am the 3rd generation in the Kane family to take interest in Herefords.

In 2008 I had the opportunity to buy four horned Herefords cows plus one heifer calf and a bull calf from the Leader Dispersal so

from that day onwards KL1 Herefords was formed and since then my numbers have grown slowly.

After finishing school at John McGlashan College in 2010 I got a job as a general shepherd at Mt Aspiring Station in Wanaka which is owned by the Aspinall family. It is a high country station with a very challenging environment bordering the Mt Aspiring National Park.

I am currently at Lincoln University in Christchurch studying for a Diploma in Agriculture. In my spare time I enjoy going hunting for deer and chamois in the high country and I also play rugby.

Last year I played for the Upper Clutha senior rugby team.

For all available information on the World Conference please go to the NZHA Website.



OPENING TECHNICAL BREAKFAST

MONDAY 14th MAY 8.00am

***Join the Beef + Lamb NZ CEO
Scott Champion & Directors for breakfast***

**Mezzanine Floor, Agri-Events Stadium,
Manfeild Park, Feilding.**

**TICKETS \$25 pre-order advised, numbers limited (some door sales)
PBBNZ Kaylene ph. 06 323 4484 email. kaylene@pbbnz.com**

DID YOU KNOW ...



Hereford Beef featured recently on Maori T.V.

Presenter Pete Peeti took 'Kai-Time on the Road' to the Ruakura Abattoir. The viewer saw the Hereford cattle in the paddock as Pete and the Abattoir Manager talked of the qualities of Hereford Beef and what cuts they each enjoyed to eat. Then, in what was informative, interesting and brave, the viewer followed the cattle right through the plant to the stage when the hung, chilled, half carcasses are trucked out. Pete then cooked some beef 'North African style', with one of Ruakura's Meat Scientists who is Nigerian.

For your information... AHB NAIT Tagging - Update

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"/>	Not required
Cattle remaining on property	Not required	<input checked="" type="checkbox"/> **	Not 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

Northland Hereford Breeders' Association

April 2012

Well, the season has certainly proved a difficult one for contractors making silage and hay not to forget the poor kumara growers on the Ruawai flats. There is still plenty of hay standing in the paddocks awaiting a window of Indian summer to enable it to be harvested and with the prediction of a long winter the feed situation could be a problem for some.

Numbers of cattle, including Herefords, were down at the many of the Northern District Shows this season so we are working on a campaign to encourage more people to exhibit their stock next year. Bringing young people into the scene is important and making it a worthwhile exercise will ensure they continue to show animals for the future.

We had our annual Herd Walk early this year as one of our members was having a dispersal sale and we thought it would be a good idea to showcase his stock prior to this. Accordingly we toured the southern breeders of our Northland group starting at Ray and Janet Poole's at Matakohē then moving to Roger Huband's at Maungaturoto before stopping at Ross McAulay's in Kaiwaka for morning tea. Then it was on to Dean and Marjorie Blythen's at Warkworth where Colin, Stephanie and Ben Burgess had their cattle

on display. Following the usual scrumptious lunch at Blythen's we trekked out to Rick and Anne Middleton's property just south of Warkworth and then the skies opened! Fortunately it wasn't cold so we escaped a drastic drenching.

The Burgess' dispersal sale had a good attendance and prices generally satisfied both seller and buyer. The average price for cows was \$1915.00 with the top two going for \$3100.00. Average for bulls was \$1135.00 and heifers \$1133.00. Top priced calves were two at \$2400.00 and one at \$2200.00. As usual the cattle were well presented.

On April 16th there will be a 'Beef Genetics Workshop' held at Clements' Farm, Hikurangi which should prove interesting and valuable for those breeders and buyers wishing to make sure they produce or purchase the right bulls for their purposes. Brian, Jean, Ian and Lorraine are excellent hosts so anyone with an interest in this workshop is encouraged to attend.

Janet Poole,
Publicity Officer.



HEREFORD PRIME B E E F

MAGILLS BUTCHERY, TE AWAMUTU
PH 0800 624 455

AE PRESTON, PALMERSTON NORTH
PH 06) 356 1622

EXPORT MEAT WAREHOUSE, MASTERTON
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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

Merial Ancare Cashback Offer Attention: NZHA Breeders

The NZHA and sponsor Merial Ancare are once again offering a cashback on any Merial Ancare products purchased within the months of **March-April 2012**.

All you need to do is send your proof of purchase receipt/invoice accompanied by a cashback form, into the office.

Cashback forms are available for download from the NZHA website.

Please note: Invoices must be paid prior to the cashback being made.



Council Election Results

The 2012 South Island NZHA Council Election results were: -

Chris Douglas - 38 votes

Paul Scott - 29 votes

Robert Kane - 21 votes

55% voting return.

Congratulations to the successful candidates and thank you to those who stood for election.

OFFICE ENQUIRIES

Donna Abbiss, Acting NZ Hereford Manager, is available between 8.30am - 4.30pm, Monday and Wednesday and

Megan Ellett, Tuesday and Thursday 8.30am -5pm.
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

Tag ordering, through the PBBNZ office, Monday to Friday.
tags@pbbnz.com

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

Natalie Campbell, NZ Herefords Magazine Editor & Herd of Excellence Co-ordinator. Phone: 0277 323 448 or email herefordprojects@pbbnz.com

Pivot Design, Adele Gray 9.00am - 4.30pm, Monday to Friday.
adele@pivotdesign.co.nz

DEADLINE DATES

June RedRag copy due **26th May, 2012**

TB & BVD Declaration - Expo animals **Friday 11th May, 2012**

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

