

hooked on HEREFORDS



THE BI-MONTHLY NEWSLETTER OF THE NEW ZEALAND HEREFORD ASSOCIATION

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Diary Dates

18TH JANUARY 2013

COPY DUE FOR DISCOUNTED
MAGAZINE ADVERTS

26TH FEBRUARY

COPY DUE FOR FEBRUARY
NEWSLETTER

FEBRUARY

ADLS MAILED OUT

1ST FEBRUARY

MAGAZINE ADVERTS DUE

7TH FEBRUARY

STEAK OF ORIGIN ENTRIES OPEN

27TH FEBRUARY

HONDA MOTORCYCLES HOE
FIELD DAY - RIVERTON, FORDELL

28TH FEBRUARY

CLOSING DATE FOR NZHA BEEF
EXPO 2013 ENTRIES



President's Note

Well Christmas is looming fast and the mad rush is on to get all things done, farm wise that is. Nothing worse than not getting the hay done or the lambs shorn, and having to come home early from the Xmas break. This happened last year with a paddock of hay not done because it was simply too wet underfoot. Not quite the same conditions this year!

Spring has not been easy. After coming home from Canada to mud, the rain stopped in early August and no rain to speak of till mid-November. August was very mild and great for calving and lambing -one of the best lambing's ever with no storms. September and October were cold and dry with no growth, which is not ideal for getting cows back in calf. However the grass is now growing and we have had a draft of lambs away with similar weights to last year but \$35/ hd less in returns. At least cattle prices are good and expected to remain so.

I attended the Waikato Royal Show in late October and this year the beef cattle judging was spread over two days. Hereford entries were very good and of a high standard. I congratulate Joshstar Herefords on winning the Hereford championship and also the Meat & Wool cup. The rest of the prizes were spread around and I congratulate you all. Apart from the stock entries, there was very little for the public to see, not even side-shows.

In contrast Jill and I went to Christchurch to their 150th Canterbury show. A total crowd of 120,000 over 3 days with 70,000 on the Friday. It was great to see Canterbury on the road to recovery and the people showing their resilience. This show had everything you would expect to see at an A&P show. Beef cattle numbers were well up including Herefords. There were new exhibitors and some exhibitors that came out of retirement, to make this a great

showing of Hereford cattle. I sincerely congratulate Doc and Jan Sidey on winning the Supreme Hereford Championship with their 10 year old cow, and just missed the Meat and Wool Cup by one point from a 3 year Charolais bull owned by some people we know quite well! Doc has not missed exhibiting at the Canterbury Show for the last 50 years, whether it be cattle, sheep or wool - this is a marvellous feat.

A very big thanks to Yvonne Lee and her team of helpers for running a very good Hereford Hospitality tent, providing refreshments and a wonderful get-together at the 'tent' dinner on the Wednesday night, attended by approximately 60 people. Well done Canterbury Club, we are looking forward to the 2013 Hereford Herd Tour. How positively wonderful to see Wayne McLaren there, attending all 3 days, presenting ribbons and happy to speak when approached by the roving microphone. Anna had taken a couple of Herefords with the Charolais, which I got to look after and show, but how strange with the boot on the other foot, I had to take the orders instead of giving them! So after retiring 9 years ago, I was back and enjoying every minute of it.

Natalie has started putting our 2013 NZ Herefords magazine together and will be soon calling for advertising. NZ Herefords have enjoyed a strong year with bull sales so keep this momentum going by advertising in our Hereford magazine.

Until next time, have a safe and happy festive season. Take some time off - you deserve it.

Happy New Year and Regards

Peter Smyth



OFFICE ENQUIRIES

Donna Abbiss- Acting NZ Hereford Manager, is available between 9.00am - 4.30pm, Monday and Wednesday OR

Megan Ellett- Tuesday and Thursday 8.30am -5.00pm. hereford@pbbnz.com

Natalie Campbell- Phone: 0277 323 448 or herefordprojects@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

DNA Services- Sharyn Anderson, 8.30am - 4.30pm, Monday to Friday. sharyn@pbbnz.com

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Council Communications

At the November 2102 meeting of the NZHA Council, 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.

Hypotrichosis – NZHA is to remain with the current Hypotrichosis ruling... As of June 1 2012, all bulls (of any age) sold for transfer must be hypotrichosis tested. Bulls will not have transfers processed if test results are not available.

Council discussed the AGM recommendation from members ... that the June 1 ruling applies to female transfers also. With two options - tested and declared OR tested, declared and free of hypotrichosis.

Council recommendation – Ultimately an individual breeder’s decision, however in the situation of a female sale/ dispersal sale, Council ‘advises’ testing females for hypotrichosis.

Councillor A Russo explains... At the recent council meeting the NZHA council again debated the requirement for compulsory

testing of females for Hypotrichosis prior to transfer.

The decision was made to keep the ruling as it is now so females DO NOT need to be tested and declared for Hypotrichosis prior to transfer.

The council felt that the current measures in place will lead to a decrease in the number of carriers in the NZ Hereford population and was wary of imposing more costs onto the transfer of registered females, and the associated risk of females not being transferred and therefore being lost from the NZ Hereford population.

The council felt that by making it compulsory for ALL females, including calves, for transfer to be Hypotrichosis tested would add extra costs that may not be necessary in certain situations. For example if the ruling was changed a heifer calf sired by a bull tested clear and out of a cow tested clear, would still need to be DNA tested.

Results from Hypotrichosis testing and results from the recent commencement of Diluter and Idiopathic Epilepsy testing are depicted in the following graphs–

DNA Report – Hereford NZ Diluter and Idiopathic Epilepsy Carried out to Date

Prepared by Brett Wilcock, PBBNZ 1/11/2012

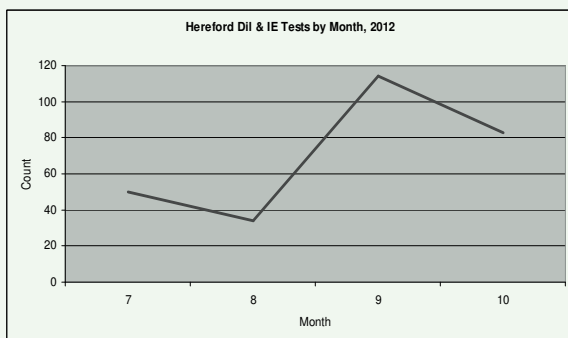
Overview

This report details the number of Hereford Idiopathic Epilepsy and Diluter tests carried out to date.
These tests occurred between July to end October 2012

Tests Carried out with Carriers

	Qty Tests	Carriers
Diluter	281	0
Idiopathic Epilepsy	281	0

Test Count Trend By Month, 2012



DNA Report – Hereford NZ Hypotrichosis Carrier Trend, 2012

Prepared by Brett Wilcock, PBBNZ 5/11/2012

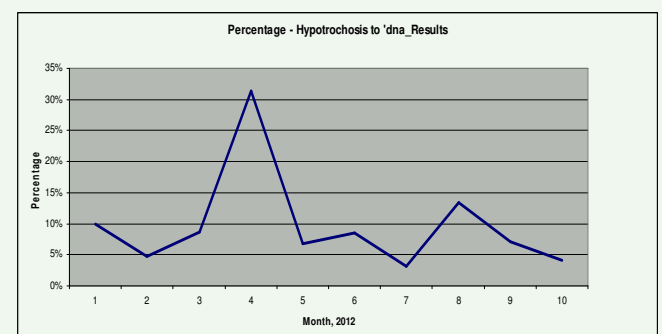
Overview

This report details the trend of Hereford Hypotrichosis tests against defects (Carriers carried out to date).
These tests cover period between January to end October 2012

Tests Carried out with Carriers, year 2012

Month	Test Count	Defects	Ratio
1	260	26	10%
2	42	2	5%
3	115	10	9%
4	67	21	31%
5	74	5	7%
6	59	5	8%
7	62	2	3%
8	30	4	13%
9	114	8	7%
10	72	3	4%

Trend (Percentage) by Month



Hereford Eprinex Merit Sire Programme and Merial Ancare Benchmark Programme – the criteria for both of these programmes are currently being revisited by the NZHA Technical Committee. Looking to include two year old sires in the Merit Sire Programme and also to consider incorporating Calving ease and the recently introduced Dairy terminal Index.

RED RAG Newsletter as you can see has a new name...hooked on HEREFORDS. Denotes a passion for the Hereford breed. Quite obviously 'brands' the breed and works with NZHA business partner obligations. A quirky name designed for a member newsletter with a 'chat' element.

The newsletter is becoming widely read by the membership in e-book form online at www.herefords.co.nz. However overwhelming response in the breeder survey was for the posted hard copy to also remain. From the next issue the hard copy will have spot colour front and back cover with the inner content in black and white.

NZHA website – a fresh new look for the NZ Hereford website has been designed and is now 'live'. Breeder feedback and further suggestions on the website can be communicated to the NZHA office.

The Red Wire – new quick link on the website – giving quick access to NZHA and relevant international technical articles. Containing updated technical information (and links) regularly utilising Beef CRC, ABRI, Beef and Lamb information

Dilutor and Idiopathic Epilepsy Genetic Defect reporting within Internet Solutions – As with Hypotrichosis reporting within the Internet Solutions programme, the two other genetic defects pertaining to Herefords, Dilutor and Idiopathic Epilepsy are to have a status displayed when clicking on 'Genetic defects' when completing an animal search. The status will be accompanied by a comprehensive definition of both of the defects. EFFECTIVE FROM 1st MAY 2013.

BreedPLAN Completeness of Performance – Herd Rating System Council are in favour of adopting the System, however consultation with the membership is required prior to confirmation of adoption. Queries and feedback please by Feb 1, 2013 to the NZHA office.

Council believes The Completeness of Performance system fits well within the "on farm best practise" mission of the FARM theme within the NZHA Strategic plan.

Summary of systems

The "Completeness of Performance" herd rating system summarises the quantity of pedigree and performance information being submitted to BREEDPLAN by an individual seed stock herd and is comprised of two major components.

- (i) Annual distribution of "Completeness of Performance" reports to each individual BREEDPLAN member
- (ii) Production of a "Completeness of Performance" star rating for each individual BREEDPLAN member

The "Completeness of Performance" reports provide a summary of the information that the seed stock herd has submitted to BREEDPLAN, with a range of statistics being provided within the reports such as details of the pedigree, weight, carcass, birth and fertility information that has been recorded. The reports aim to more routinely allow members of BREEDPLAN to double check

that the performance information that they have collected on their animals has been recorded with BREEDPLAN, while importantly also enabling members to identify areas in which additional performance information could potentially be recorded on their animals. One of the key factors underpinning the accuracy of EBVs is the quantity of performance information that has been recorded with BREEDPLAN and these reports allow members to assess how "complete" the information is for their animals.

The "Completeness of Performance" reports are generally provided electronically from the "Download Files" area within Internet Solutions, while any members unable to access the reports in this manner are able to request a hard copy if required.

The "Completeness of Performance" star rating is an optional extension of the reports with the star rating being calculated based on the proportion of calves within the herd born in a fixed 5 year period that have performance recorded for each trait. Different criteria are used within each individual breed depending on the traits for which EBVs are calculated within the breed. Each herd receives a star rating on a 0 – 5 scale (including half stars) that assesses the "completeness" of their performance information. Herds with a star rating of "5" are considered to be gold standard and are recording "complete" performance information for all traits of which EBVs are available.

The star rating for each herd is provided within each herd's "Completeness of Performance" report, plus the facility also exists to display the star rating for each herd on the member enquiry system within Internet Solutions. If this facility is enabled, users also have the ability to limit animal and EBV searches based on a herd's star rating.

Strategic Plan Developments

MARKET Theme. Leader - Paul Scott, Matatoki Herefords

The team consists of Natalie Campbell, Laurie Patterson, Alan Cook, Pip Robinson, Jane Allan, Chris Douglas and myself. This gives us a good geographical as well as skills based spread and a mix of wise heads and new blood.

So far the team have held a number of conference calls, initially addressing the overall theme of the Market area in order to ascertain that everyone was on a similar wavelength regarding the aims, expectations and delivery of the plan. The team will focus primarily on the first two tactics ie

Tactic 1 "Developing knowledge and skill of breeders to make them more effective marketers"

Tactic 2 "Breeders as part of a value chain": breeding objectives focussed on maximising value delivered to their target market.

Tactic 3: "Hereford Prime presenting a strategy" will be left to the HP Board to identify the strategy as they see fit with full support being offered by the Market team as/if needed or wanted.

Since then the calls have focussed on the one of the first parts of the first Tactic ie developing the elevator pitch for the Hereford Breed. As a result of this we are working in closely with the Promotions committee of the Council with some new initiatives in the pipeline for next year. Watch this space.

There is also a survey being formulated at present with initial feedback to come from Alan Cooks Central Districts area and Pip Robinsons South Auckland area. The survey will then be conducted

on the Herd Tour of Canterbury next year and finally made available via NZHA website in order to try and get a full response and as much information as possible regarding the current marketing of Hereford cattle.

I feel we have made a promising start with good enthusiasm, passion and marketing expertise shown from all team members in one of the busier times of the year. I feel the team has the skills to deliver some good outcomes for the NZHA and its breeders and clients, so I look forward to seeing these initial ideas develop and other ones emerge.

INFORMATION Theme Leader – Andrew Russo, Kanuka Herefords

Below are proposed strategies to implement Theme 5 of the NZHA Strategic Plan, using the structure set out in the plan of Items –Timeframes –Successes. To action in 2103.

An information group has been set up to develop an NZHA information distribution plan

From our survey results we have seen that we need to use a number of different communication streams to get the desired method across. On the face of the data the membership favours newsletters along with tutorials and fielddays; we feel that the topic will dictate the most appropriate mode of communication.

FIELDAYS - These are best utilised for topics that require personal contact e.g marketing to clients which ranked highly in our survey results.

ON-LINE - Best utilised to get the latest information to farmers, on-line allows us to build a data base of information and links to information from many different sources allowing the membership to utilise as little or as much of the information as they want.

Newsletters - The newsletter allows us to reach every member and get the key messages across and link with the on-line data.

Implementation and Time-frames

November – December 2012

- Set up information/communication section in newsletter, website using a unique catchphrase to draw members' attention to information. Update information and links regularly (every 2 weeks at a minimum) utilising Beef CRC, ABRI, Beef and Lamb information
- Set up regular email from information group (every 2 weeks) with links to NZHA website and other websites of interest, linked with the same catchphrase to tie all information together.

2013

- Work with other themes on Fieldday to target Marketing, Structural/Breeding soundness and Hereford branded beef programmes. Target both stud and commercial Hereford farmers.

TACTIC - 'Better farmers, better cattle, better beef'

Better Farmers

Utilising those members already identified as being top performers out herd of excellence winners and finalised. Identify the specific strengths of these farmers and disseminate this information to the membership. It is likely that these farmers will all have different strengths, so we aim to match these with the topics we want to take to members.

Aim to also involve top commercial Hereford farmers. Utilise benchmarking data such as Beef and Lamb data, BRIG data.

Better Cattle

Try to quantify 'better cattle'. Drive home the importance of measuring as many traits as possible to all members. Utilise performance measures that are relevant to stud breeders and commercial farmers

Implementation and Time-frames

2013

- Investigate possibility of confidentially benchmarking Hereford studs nationwide, potentially using the BRIG framework to do this. Target specific measures that can be used across all herds.
- Work with ABRI to best utilise data obtained from NZHA members

Better Beef

Aim to quantify what makes for 'better beef'. Work closely with SFF and HP to find what and who make the best quality carcasses. Utilise Hereford finalists in Steak of Origin to understand how the breeder, chooses and grows their entries. Look to disseminate carcass information from Beef CRC and other research.

Implementation and Time-frames

November –December 2012

- Gather information from Hereford Steak of Origin winners/ finalists and disseminate information to members via newsletters/email/website

Measuring success

Short-term Members recognise the chosen catch-phrase, members are visiting NZHA website and associated links more regularly, members are coming to the information group requesting information on new topics, and members start to implement ideas from information.

Long-term Members focus intently on improving their own performance and are more willing to 'push the boundaries' and make significant changes. Increased bull sales driven by well-educated commercial farmers, with flow on of increased registered cow numbers to provide these bulls

Genomics – DNA Selection

The field of genomics or DNA selection is at the forefront of animal breeding worldwide. The NZ dairy industry has been using the technology for a number of years and in US Herefords, on the back of research carried out by Iowa State University and Dorian Garrick, DNA information has been validated to be included in EBV figures. For an excellent summary of genomics in Hereford cattle please see Dave Warburton's article in the June 2012 RedRag - page 22 (also available on the NZHA website under Red Wire Link).

The NZHA Research and Technical committees are in the process of formulating our strategy on genomics. The implementation of genomic EBV's relies on the validating of the DNA markers with current EBV's through the use of high accuracy animals and genetic links in what is called a 'training population'. This validation can then be used to generate the equations to allow incorporation of DNA information into the EBV calculation.

NZHA is currently investigating the possibility of working with Herefords Australia, given our links already through the trans-Tasman group BreedPLAN and ABRI, on the generation of a training population and the implementation of genomic EBV's.

The Research and Technical committees are keen to get feedback from members interested in being involved in the validation of genomic EBV's and a feel for how breeders see this new technology fitting into their current breeding programmes. For more information on Genomic EBV's and other technical and research information check out the new 'The Red Wire' quick-link on the NZHA website.

NZHA 2013 Ambassador Programme

A Waikato based Technical tour is planned for the 2013 NZHA Ambassador Programme.

Councillors Jane Allan and Andrew Russo are co-ordinating the programme. More information to follow.

New NZHA Condition of Entry/ Regulation – Addition to regulation 6.

New Regulation 6a: A miniature Hereford herd and a regular sized Hereford herd cannot operate under one stud prefix and herd number.

NZHA Directors to the PBB Board.

Philip Barnett is newly appointed to the position of NZHA/ PBB Director, replacing retiring Director Peter Smyth. Philip will serve alongside NZHA Vice President, Philip Shepherd.

Beef Expo 2013.

An extended programme of activities is planned for Beef Expo 2013. Field trips, technical speakers, live entertainment, beef cooking demonstrations are all being considered for a fresh look Beef Expo. Several Working Committees are currently working on further developing the Beef Expo event.

Important Dates

4 Feball Super Sires and unled Impact Sires to respective grazing properties

28 FebFinal date for all NZHA Expo entries

11-12 MayFuture Beef Event

13 MayNZ Hereford judging

14 MayNZHA Sale Day

(An NZHA Breed Luncheon will follow the morning sale of NZ Hereford cattle).

Chairperson of Beef Expo

Mrs Judy Austin has retired from the position after completing two years. Mr Philip Barnett has been elected to the position of Beef Expo Chairman for the next two year appointment. Mr William Morrison has been elected to the Vice Chairman position.

2013 NZ Herefords Advertising strategy.

Hybrid Vigour

As in 2012 the Association is to continue with promoting the merits of utilising Hereford genetics within Crossbreeding operations, in order to achieve significant from hybrid vigour – heterosis.

Council believes the advertising coverage received through the Farmers Weekly magazine has been effective and widely recognised. The Market theme (Strategic Plan) working committee has ideas to endorse the hybrid Vigour theme.

*Breeders with high quality photographs depicting cross breeding situations – the NZHA office would appreciate a copy to assist in their promotions.

Dairy Beef Advertising – will continue through late winter/ spring in the Farmers Weekly and potentially the Dairy Exporter. Natalie Campbell will co-ordinate a Dairy Beef Supplement once again.

Yearling Bull Sales promotion in the early spring, targeting the Beef heifer market. A specialised advertising campaign will be formulated to promote the use of these younger sires over heifers.

*An NZHA website marketing campaign will endorse all three of the promotional strategies.

The NZHA has asked for clubs contribution in identifying outstanding Herford commercial and/or crossbreeding properties – for use as testimonials in NZHA adverts.

NZHA Short Gestation genetics programme

The NZHA Council is currently working towards developing a new Short Gestation semen marketing programme with LIC – the original short gestation programme having ceased in 2009. All interested Hereford breeders, who have suitable Hereford dairy beef genetics meeting necessary selection criteria, for NZHA / LIC or NZHA/ CRV Ambreed programmes please contact Colin Corney, chair of NZHA Semen Marketing committee.

NZHA Office Staff

Currently, the NZHA office is open Monday – Thursday with Megan Ellett and Donna Abbiss assisting you with all breeder and club enquiries. Both personnel cover all aspects of NZHA administration and marketing.

Natalie Campbell is the NZHA Magazine editor. She is also the Brand Manager for Hereford Prime NZ and co-ordinates the Hereford Herd of Excellence award.

Registry Report

AI SIRES

Please check your AI Sires are registered with the Association prior to purchasing, selling or advertising semen. (Also DNA profiling of sires).

This can be done by checking in the Hereford Rule Book, or by contacting Hereford registry. Artificial Insemination and Ova Transplant regulations are documented in the back of the NZHA Rule Book.

GROUP RUN CUT OFF is the 3rd of each month with the return being towards the end of the month. Inclusion in the MARCH 2013 group run is essential for 2013 Expo entries.

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

\$1 SURCHARGE per calf applies for calf registrations entered manually.

ONLINE REGISTRATIONS & PERFORMANCE RECORDING

Contact me at the office if you wish to register and performance record your herd data online. You require the internet and an email address to use this system. You will receive a 50c/animal discount on calf registrations with accurate submissions.

Wishing you all a very Merry Xmas and a Happy New Year.

Linda Shailer.

Registry



Meat and Wool Cup winning exhibit, Awhea Immense with handler Ben Burgess and owner Steve Morgan. With them are the Meat and Wool Cup judging panel from left, Marc Robertson, Judy Smyth and Peter McWilliam.

BIG HEREFORD NUMBERS DOMINATE AT THE WAIKATO ROYAL SHOW

The Hereford breed dominated the beef classes at the Royal Show held at Claudelands Showgrounds in Hamilton with the biggest numbers of animals and taking out the revered Meat and Wool Cup.

Joshstar Herefords took home the prestigious Meat and Wool Cup for the second consecutive year with sire Awhea Immense.

The decision by the panel of judges who had the job of awarding the Meat and Wool Cup vindicated breed judges Marc Robertson, Duncraigen Herefords and Alan Cook, Panorama Herefords in judging the sire Supreme Champion Hereford. To be eligible for the Meat and Wool Cup an animal must first be announced Champion of the breed.

Joshstar principals Steve and Lauren Morgan of Huntly received a round of applause when the award was made by a panel of three judges from across the beef classes at the show. The judges were Judy Smyth, Peter McWilliam and Marc Robertson.

It is the second year Joshstar have been presented with the cup for sire Awhea Immense – the supreme beef animal of the show.

Hereford classes were exceptionally well supported being the biggest beef class at the show with exhibits from Willowspring,

Colrairie, Kanuka, Castle Douglas, Glendale and Joshstar studs.

The standard of entry was very high and judge Marc Robertson said the exhibitors and cattle were impressive across all Hereford classes.

“The cattle were a credit to the exhibitors and the way the cattle were presented was marvellous.”

Marc said Awhea Immense was a stand out animal and is a “tremendous bull” for his age.

“He’s packed with meat and is very structurally sound.”

“His influence is also evident in the progeny he’s leaving behind and that are coming through the Joshstar herd. They are good cattle and will go a long way,” he said.

Marc said he and associate judge Alan Cook found the female classes to be very strong and well contended.

“They are the money makers of the future,” he commented at the show.

“The standard was awesome – it was a great spectacle,” he said.

The weather was kind to exhibitors and spectators alike with judging of the beef classes taking place over two fine days.



Judges Alan Cook, right, and Marc Robertson present Steve Morgan with the cup and rosette after Awhea Immense was declared the Champion Hereford Bull.



Glendale Kansas bred by Graham Potter was placed first in the yearling bull class and went on to be awarded Reserve Champion Hereford bull.



Joshstar Princess winner of the two year old heifer class exhibited by Ben Burgess and Hannah Gibb.



Gary and Lorraine Peters with Willowspring Miss Britt who was judged grand champion female Hereford. Judge Marc Robertson presents them with product from Merial Ancare.



Robert and Andrew Russo wait to be called up by the judges at the Royal Show in Hamilton.



Colin Corney and youngest daughter Sarah Kraayvanger exhibit a cow and calf at the Royal Show in Hamilton.

RESULTS:

COW 3 YEARS & OVER,

with her own calf at foot, both to be paraded.

- 1st Peters, Gary & Lorraine Willowspring Miss Brit 355
- 2nd Colraine Herefords,-Colraine Queen 0949

HEIFER 2 YEARS,

with or without her own calf at foot.

- 1st Morgan, Stephen & Lauren-Joshstar Princess
- 2nd Kanuka Herefords,-Kanuka Finesse
- 3rd Colraine Herefords,-Colraine Cynthia 1076

CHAMPION SENIOR FEMALE HEREFORD

Peters, Gary & Lorraine-Willowspring Miss Brit 355

RESERVE CHAMPION SENIOR FEMALE HEREFORD

Morgan, Stephen & Lauren-Joshstar Princess

YEARLING HEIFER.

- 1st Morgan, Stephen & Lauren-Joshstar Leonora
- 2nd Peters, Gary & Lorraine-Willowspring Rosa 414
- 4th Peters, Gary & Lorraine-Willowspring Miss Britt 412
- 5th Morgan, Stephen & Lauren-Kimihia Cherry

CHAMPION JUNIOR FEMALE HEREFORD

Morgan, Stephen & Lauren-Joshstar Leonora

RESERVE CHAMPION JUNIOR FEMALE HEREFORD

Morgan, Stephen & Lauren-Joshstar Princess 1216

GRAND CHAMPION FEMALE HEREFORD

Peters, Gary & Lorraine-Willowspring Miss Brit 355

BULL 2 YEARS & OVER.

- 1st Morgan, Stephen & Lauren-Awhea Immense
- 2nd Castle Douglas Herefords,-Karamu Hatuma
- 3rd Kanuka/Colraine Herefords,-Kanuka Fortune 3rd

YEARLING BULL.

- 1st Potter, Graham-Glendale Kansas
- 2nd Morgan, Stephen & Lauren-Joshstar Regalman
- 3rd Morgan, Stephen & Lauren-Joshstar Challenger

BULL CALF,

born on or after 1st June. (Special).

- 1st Morgan, Stephen & Lauren-Joshstar Leader
- 2nd Morgan, Stephen & Lauren-Joshstar Caesar
- 3rd Kanuka Herefords,-Kanuka Habanero
- 4th Morgan, Stephen & Lauren-Joshstar Olympus

CHAMPION HEREFORD BULL

Morgan, Stephen & Lauren-Awhea Immense

RESERVE CHAMPION HEREFORD BULL

Potter, Graham-Glendale Kansas

GRAND CHAMPION MALE HEREFORD

Morgan, Stephen & Lauren-Awhea Immense

SUPREME CHAMPION HEREFORD

Morgan, Stephen & Lauren-Awhea Immense

COW 2 YEARS & OVER PERFORMANCE:

- 1st Peters, Gary & Lorraine-Willowspring Miss Brit 355
- 2nd Colraine Herefords,-Kanuka Finesse
- 3rd Colraine Herefords,-Colraine Queen 0949

YEARLING HEIFER PERFORMANCE:

- 1st Peters, Gary & Lorraine-Willowspring Rosa 414
- 2nd Peters, Gary & Lorraine-Willowspring Miss Britt 412

PAIR OF YEARLINGS, MALE OR FEMALE, owned by the exhibitor.

- 1st Peters, Gary & Lorraine-Gary & Lorraine Peters

- 2nd Morgan, Stephen & Lauren-Joshstar Challenger

- 3rd Morgan, Stephen & Lauren-Joshstar Curly 1126

GROUP, BULL AND TWO FEMALES, any age, owned by the exhibitor.

- 1st Peters, Gary & Lorraine-Gary & Lorraine Peters

- 1st Morgan, Stephen & Lauren-Awhea Immense
- 3rd Colraine Herefords,-Colraine Herefords

PROGENY CLASS,

two animals male and/or female, one year and over

- 1st Peters, Gary & Lorraine-Gary & Lorraine Peters

- 2nd Colraine Herefords,-Colraine Herefords

- 3rd Morgan, Stephen & Lauren-Awhea Immense

Hereford successes continued in the interbreeds and all breeds classes.

BULL CALF, born on or after 1st June. (Special)

- 1st Morgan, Steve & Lauren-Joshstar Leader

COW 3 YRS & OVER,

with her own calf at foot, both to be paraded.

- 4th Peters, Gary & Lorraine-Willowspring Miss Brit 355

HEIFER 2 YEARS,

with or without her own calf at foot.

- 3rd Colraine Herefords/C&S Corney,-Kanuka Finesse

SENIOR YEARLING HEIFER,

- 1st Peters, Gary & Lorraine-Willowspring Rosa 414

- 5th Peters, Gary & Lorraine-Willowspring Miss Britt 412

JUNIOR YEARLING HEIFER,

born on or after 1st August.

- 2nd Morgan, Stephen & Lauren-Joshstar Curly

BULL 2YRS & OVER

- 1st Morgan, Stephen & Lauren-Awhea Immense

- 1st Peters, Gary & Lorraine-Willowspring Utopia

SENIOR YEARLING BULL,

born from 1st June and prior to 1st August 2011

- 2nd Potter, Graham-Glendale Kansas



2012 Competition Statistics

464 entries – 15% branded entries
– 16 processors involved

Your chance to enter cattle in the...

2013 Steak of Origin competition

Entries open – **7th February 2013**

Entries close – **Friday 15th March**

Processing period –

Tuesday 19th February to Friday 22nd March

Steak of Origin Dinner and Awards Evening –
Monday 13th May 2013

Joshstar Herefords would like to thank our team of young handlers who worked hard at the Royal show in Hamilton to make it such a success

Matthew Reisima

Lisa Reisima

Ben Burgess

Hannah Gibb

Sophie Langtry

Many thanks from . . .

Steve & Lauren Morgan

Joshstar Herefords

Joshstar Herefords



**Current holder of three consecutive
Royal Show Meat & Wool Cups**

NOT A BULL OF ANY BREED IN NZ WHO CAN MATCH HIM.

Joshstar Leader - son of Immense, Champion Hereford and Allbreeds Bull Calf at 2012 Royal Show. Tremendous example of a Champion Hereford



Steve & Lauren Morgan

757 Hetherington Rd, RD1, Huntly

M: 021 848 573 (Steve)

E: choc2@farmside.co.nz



Beef Expo 2013



HEREFORD TRU-TEST SUPER SIRES 2013

Expressions of interest are being called for the coming season of the Tru Test Super Sires.

If you would like to participate, your bull will need to be mated to at least 20 females in the spring, with 10 or more of the females registered.

To be eligible the yearling bull must be selected from a management group of 20 or more. The bulls must also achieve a conception rate of 75% or more after running with the females.

Now in its fifth year and on the success of this year's class at Beef Expo your support is needed to continue the momentum and grow the class, proudly sponsored by Tru Test. The class commands respect from both stud purchasers and commercial purchaser alike, with solid support from both breeders and sound prices.

The Super Sires class offers bulls that are highly regarded by their breeders; have proven fertility and have had the same grazing opportunities as they are run in a mob on evaluation farms – the Langtry property at Kimbolton and on the Fisher property near Christchurch. The bulls are run as a mob for the three months prior to Beef Expo.

Other eligibility criteria include: a full set of performance records from a management mob exceeding 20 bulls. This information includes:

- »» Calving-ease score »» 400-day weight
- »» Birth weight »» EMA and fat scans
- »» 200-day weight »» Scrotal measurement

This information must be collected and submitted to the NZHA before the bull commences mating.



HEREFORD HONDA MOTORCYCLES UNLED IMPACT SIRES 2013

The Honda Motorcycles Unled Impact class will again graze as a mob alongside the Super Sires on their respective evaluation units.

The Honda Motorcycles Unled Impact sires are subject to the same conditions as the Super Sires with the exception being they do not have to be joined with 20 females. Unled Impact sires are to be grazed with the Super Sires.

Please support these classes to show your support of the class sponsors – Tru-Test and Honda Motorcycles.

Any bull entered in the unled class cannot be displayed on a halter. Both mobs of unled bulls will be asked to be at their respective evaluation units in late January or early February. Grazing charges will apply.

Could breeders who are intending to enter bulls this year please contact:

North Island

- Kevin McDonald. (*chairman*)07 333 8068
- Rodney Jupp06 754 6764
- Mike Langtry06 328 5990
- Brian Clements09 433 7033

South Island

- David Morrow (*chairman*)03 303 9749
- Jimmy Murray03 319 4331
- Robert Kane03 204 8236
- Anna Fisher03 329 7990

Hereford conditions of entry for Beef Expo – DNA profiling & Sire verification

Important Dates

4 Feb all Super Sires and unled Impact Sires to respective grazing properties

28 Feb Final date for all NZHA Expo entries

11-12 May Future Beef Event

13 May NZ Hereford judging

14 May NZHA Sale Day
(An NZHA Breed Luncheon will follow the morning sale of NZ Hereford cattle).

BEEF EXPO 2013

NZ Hereford Association Expo Entry Conditions 2013

Entries Close Thursday 28th February 2013

Genetic Defect Testing – including Hypotrichosis, Diluter and Idiopathic Epilepsy. In 2013 it will be compulsory for all Hereford beef Expo entries (male and female) – it is compulsory for all Hereford Beef Expo entries to be tested for all three defects and be declared free. Declaration to be placed in the catalogue comments section of the entry form. (Note Diluter and Idiopathic Epilepsy testing comes at no additional cost when testing for Hypotrichosis – tests taken at the same time).

BVD – compulsory Expo regulations apply to all entries. All animals must have been tested BVD antigen negative and have been vaccinated twice prior to Expo sale. The BVD vaccination declaration must be signed by the vendor (not necessarily a veterinarian) and the batch number of the vaccine batch administered supplied.

DNA/Sire Verification – all entries both male and female must have a DNA profile and correct sire verification on file. (sire verification is a new entry condition for 2013).

TB – all entries must have been tested within the 12 months prior to the National Hereford sale, regardless of the herds testing cycle. If coming from a movement control area the animal must have been tested and cleared within 60 days of the sale.

TB and BVD declarations must be lodged with the Hereford office no later than 48 hours prior to the sale.

NZHA Selection/Inspection process – to be advised.

Starter Pack In Calf Heifers - entries will be limited to two pairs per vendor and the Hereford Expo committee reserve the right to limit entries in this class. They are also subject to the selection process.

Single Entry" Heifer class - There is to be a new heifer class. In addition to the Heifer Starter Pack class, there will be a "Single Entry" Heifer class. This allows breeders to enter an individual heifer in the Beef Expo event. They are also subject to the selection process.

Impact Sires (unled two-year-old bulls) – entries are subject to the same conditions as Super Sires with the exception being they do not have to be joined with 20 females. Unled Impact sires are to be grazed with the Super Sires. Any bull entered in the unled class cannot be displayed on a halter.

NOTE - The Langtry (North Island) and Fisher (South Island) families are grazing the Super and Impact sires for Beef Expo 2013. Could breeders who are intending to enter bulls this year please contact:

North Island

Rod Jupp 06 754 6764 or

Kevin McDonald 07 333 8068

South Island

David Morrow 03 303 9749 or

Jimmy Murray 03 319 4331

Bulls to go to their respective Grazing Units are to arrive on February 4th 2013.

Downlands Deer Transport will be transporting bulls again in 2013.

A Duplicate set of tags must be sent with animals going to grazing units. (In the case of tags being lost).

NZHA Conditions of Entry

As per the 2012 conditions...

Performance data must enter the March 2013 group run analysis and be submitted by March 2, 2013.

NO EXEMPTIONS permitted.

Expo entry will be declined, where performance data on the traits outlined below has not undergone grouprun analysis.

Performance Data required:

- i) Vendors must submit the following performance data for grouprun analysis and EBV generation in the March grouprun.
 - Weights - a minimum of 400day and/or 600day weights
 - Rib, Rump and EMA scanning information (except yearlings).
 - Scrotal measurement for all two-year-old bulls.
- ii) H, J, S, P codes must be recorded on the expo entry form.

2013 Yearling Expo Entries – date of birth must be after 01/06/2012.

NZHA draw procedure as per previous years.

Raw Data - there will be no collection of Hereford Raw Data at Expo 2013. Breeders can however display data in stalls if desired and include it in the comments section of the entry form.

merry
christmas
from 

PBBNZ Office will close for the Christmas break on
Friday 21st, December, 5pm & reopen on
Monday 7th January 2013.

The PBBNZ management and staff would like to take this
opportunity to wish you a

MERRY CHRISTMAS AND HAPPY NEW YEAR

CANTERBURY HEREFORD BREEDERS INVITE YOU TO JOIN THEM AT THE

2013 CANTERBURY HEREFORD HERD TOUR

Herefords, High Country & More



17–20 MARCH 2013

Registrations get yours completed now. Deadline is December 2012.

Accommodation in Christchurch needs to be booked early as due to earthquakes this has severely limited availability.

FOR MORE INFORMATION CONTACT:

Doc Sidey (President) - tel. 03 314 4277

Yvonne Lee (Secretary) - tel. 03 614 399 or email lees@farmside.co.nz

Ambassador Auction 2013

"To raise funds to groom the future leaders of the NZ Hereford breed."

To be held in conjunction with the 2013 Canterbury Herd Tour - March 2013.

Donations of suitable genetic material or other interesting and worthy donations gratefully received, including all club donations.

Contact: **Tim Molloy**

Phone: **03 312 9700**

E-mail: **mollyford@slingshot.co.nz**



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B E E F

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<http://www.facebook.com/HerefordPrimeNZ>

GOLDPINE INDUSTRIES LTD

– A Valued NZHA Business Partner –

Goldpine has been in partnership with the NZ Hereford Association for over two and half years now. We would like to take this opportunity to thank all of you who have supported the partnership during this time and have no doubt experienced first hand the high level of service, products and value Goldpine has to offer NZHA members.

Goldpine is a family owned company that's been around for over 35 years. We are very proudly Kiwi-owned and have built a solid reputation for providing high quality timber and fencing products for outdoor use. We stay focused on key products used by farmers, fencing contractors and landscapers, making sure we have large stocks of quality products and provide the very best of advice. Our sales teams are trained to be the best in the business and to provide you with a total solution for your outdoor timber needs. We have 22 stores across the majority of the country and on-farm representatives located in the areas where there is no store nearby.

NZHA Goldpine account holders automatically receive a guaranteed discount of 8%, although, the average discount achieved by members in the last 12 months is a whopping 18%!

So if you haven't done so already, drop in to your local store, open an account and start receiving:

- » Preferential discounts off all purchases
- » Interest free credit on purchases
- » Exclusive offers
- » No annual fees
- » Acceptance into the NZHA referral program

The NZHA referral program rewards you for introducing neighbours, friends or colleagues to Goldpine. Not only will they enjoy the great service and value Goldpine offers, but as an NZHA referral program member you will receive reward points to the value of 2% on every dollar they spend during their first 12 months with Goldpine.

If that wasn't enough, we also recognise your support by rewarding the NZHA on all purchases via a rebate system too.

For more information on Goldpine, the products and benefits we offer, or our members' referral program please contact your local Goldpine store.

DID YOU KNOW...

NZHA Customers who shop at Goldpine always receive a generous discount, whatever is the greatest at the time of purchase – **the NZHA 8% discount**

OR the publicised 'specials' price.

Hence the average discount a breeder received in **2011/2012 was 18%.**

Nick Simpson

North Island Manager

M +64 27 257 7333 | P +64 6 879 5580 | F +64 6 879 5590 |

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Indisputable bovine superiority



Koanui Display 7214, a superior Pedigree Polled Hereford bull from champion sires that produce progeny with above average growth rates and low birth weights. A bull with great carcase figures and a trait leader for low birth weight EBV, his bulls are ideal for the dairy market or heifer mating. BDV virus-free and vaccintaed twice.



Kokonga East Rd Waikeretu Valley Tuakau RD5 Bruce Robinson 0274 983 530

150th Canterbury Show

- November 2012

The 150th Canterbury A & P Show was held on 14th – 16th November 2012. There were 83 entries exhibited in front of the Hereford Judge, James Murray (Matariki) and Associated Judge, Paul Scott (Matatoki). Many were also shown the following day in the Allbreeds, section - judged by New South Wales Hereford Breeder, Jeff Bush.



SUPREME CHAMPION HEREFORD AND RESERVE MEAT AND WOOL CUP CHAMPION

Jandoc Leonora, a ten year old cow with calf at foot.

Exhibited by Doc and Jan Sidey, Jandoc Hereford Stud, Hawarden.

Congratulations to the Jandoc Stud, also celebrating 50 years of showing at the Canterbury show.

Results are:

Cow with her own calf at foot (3 years & over)

1. Jandoc Leonora 0634002170 - Doc & Jan Sidey
2. Jandoc Leonora 0634007465 - Doc & Jan Sidey

Heifer (2 years) with or without own calf at foot

1. Pute Ngahuia 0309101221 - Anna Fisher
2. Jandoc Leonora 0634010605 - Doc & Jan Sidey

Champion Hereford Senior Female

1. Jandoc Leonora 0634002170 - Doc & Jan Sidey

Performance Plus Class – cow or heifer 2 years and over with calf at foot

1. Beechwood Spot On 838 0051080838 - Rob & Mary-Anne Burrows
2. Pute Ngahuia 0309101221 - Anna Fisher

Heifer Senior Yearling

1. Pute Babs 0309111273 - Anna Fisher
2. Beechwood Bella 107 005110107 - Rob & Mary-Anne Burrows

Heifer Junior Yearling

1. Duncraigen Leonora 1078110072 - Bruce & Carolyn Robertson



2. Twynham Alberta G10 1071110010 - Lloyd & Ruth Higgins

Champion Hereford Yearling Heifer

1. Duncraigen Leonora 1078110072 - Bruce & Carolyn Robertson

Performance Plus Class – yearling heifer

1. Duncraigen Leonora 1078110072 - Bruce & Carolyn Robertson
2. Twynham Alberta G10 1071110010 - Lloyd & Ruth Higgins

Bull 2 years and over

1. Richon Iron 1177090012 - Richon Herefords
2. WRM 0589100030 - Lachlan Mackintosh

Bull Senior Yearling

1. Jandoc Lionheart 0634011654 - Doc & Jan Sidey
2. Glacier Magic 0430110414 - Wayne & Maggie Williams

Bull Junior Yearling

1. Foulden Hill Flame 11 0155 1731110155 - William Gibson
2. Glacier Josef 0430110420 - Wayne & Maggie Williams

Champion Senior Bull

1. Richon Iron 1177090012 - Richon Herefords

Champion Hereford Yearling Bull

1. Foulden Hill Flame 11 0155 1731110155 - William Gibson

Grand Champion Junior Hereford

1. Duncraigen Leonora 1078110072 - Bruce & Carolyn Robertson

Grand Champion Senior Hereford

1. Jandoc Leonora 0634002170 - Doc & Jan Sidey

Supreme Champion Hereford

1. Jandoc Leonora 0634002170 - Doc & Jan Sidey

Performance Plus Class – Yearling bull

1. Foulden Hill Flame 11 0155 1731110155 - William Gibson
2. Lake G114 0990110114 - Lake Station Herefords

Two yearlings – bred by exhibitors, judged as pair

1. Foulden Hill Herefords - William Gibson
2. Duncraigen Herefords - Bruce & Carolyn Robertson

Group, Bull & two females

1. Jandoc Herefords - Doc & Jan Sidey
2. Beechwood Herefords - Rob & Mary-Anne Burrows

Two animals by one sire or one dam

1. Westholm Herefords - Robert Kane
2. Beechwood Herefords - Rob & Mary-Anne Burrows

Upgrade to the Internet Solutions software

The ABRI Software Division wishes to inform you that a significant enhancement has been made to the database management program that is used within the Internet Solutions software that is currently utilised by many of NZHA clients.

The enhancement to the database management program has been implemented over recent months and represents a considerable upgrade to the Internet Solutions software. The enhancement has resulted in a considerable improvement in performance in the Internet Solutions software, particularly in

relation to improved speed when conducting animal and member searches. No other changes to the Internet Solutions suite of tools should be noticeable to users.

In addition to the enhancement to the database management program, a number of other upgrades have also been made to the Internet Solutions software. These upgrades form part of the ongoing development and improvement to the Internet Solutions suite of tools offered by ABRI.

NZ Herefords Magazine 2013

Dear Hereford members,

Planning for the 2013 NZ Herefords magazine is well underway. The theme of the publication this year will again focus on hybrid vigour.

If you have any story suggestions that may fit this theme or exceptional photos of pure bred or cross bred cattle please do send them in for consideration. Photos need to be a high resolution (minimum of 300 dpi) and either a jpg or tif file. Any story suggestions or photos can be sent directly to: herefordprojects@pbbnz.com

Advertising rates have been held again this year, however at the November meeting Council elected to implement a "loading" to requests for particular placements (ie left or right hand pages) and irregular sized ad space. Acceptance to pay the loading will guarantee the placement or non-template shape.

This means that if you request a right hand page you will be charged an additional 15% on top of the cost of your ad – but you are guaranteed a right hand page. If you request a right hand page and a non-templated size ad you will be charged an additional 30% on top of the cost of your ad space.

This decision was made because special requests for placements are increasing and can pose challenges for the flow and layout of the magazine.

Other important points to note:

- » One hour of complementary design time is available to all breeders booking ad space. Design time after this first hour is on-charged to breeders at Pivot's rate. Breeders will be kept informed of their use of time when they receive ad proofs. Any additional design time used is simply on-charged - there is no margin added by NZHA.
- » The print specifications and standards of the NZ Hereford magazine are high and therefore any material submitted still needs to be checked and validated by our design team. If found to not be of a suitable standard any subsequent re-formatting may incur additional costs.
- » More than four photos per ad and touching up/enhancement of photos may also incur charges. This includes the sourcing of stock images – for example a line art drawing.
- » Booking forms and the rate card for the 2013 magazine are enclosed with this edition of the RedRag.

Have a safe and happy festive season.

Kind regards,

Natalie Campbell

Editor

NZ Herefords



Council Nominations 2013

Under New Zealand Hereford Association Council rules, 50% of the Council retires by rotation annually.

The following Councillors retire by rotation in 2013 and are available for renomination:

James Murray

Philip Shepherd, Gray Pannett

Andrew Russo, Jason Graham

The following councillors are retiring and are NOT available for renomination:

Jane Allan

(there will be one South Island vacancy available on council in 2013)

All candidate nominations, including **those willing to stand again**, are to be submitted to the NZ Hereford Association General Manager by **Wednesday 23rd January 2013** and must include the consent of the person nominated.

I hereby nominate _____
to the Council of the NZ Hereford Association.

Dated this _____ day of _____ month of _____ (year)

Nominator: _____

Nominee: _____

COUNCIL NOMINATIONS CLOSE 23rd JANUARY 2013

FAST FACTS- Did you know?

New Zealand Hereford registered cow numbers currently sit at 18,500 cows.

In comparison to other countries...

USA currently has the highest at 101,000 cows on inventory, with Australia having the second highest at 50,000 and Canada at 30,000 registered dams. Uruguay in fifth position with 10,000 registered Hereford dams.

Advertising via NZ Herefords

– take the opportunity in 2013!

There are several advertising opportunities available through the NZHA for both members and business partners...

- » The NZHA bulk email system reaches over 240 breeders at \$100 +gst per bulk email
- » Advertising in the bi-monthly newsletter which is also available online, on the NZHA website.

	B&W	Spot Colour
Full page	\$300+gst	\$325+gst
Half Page	\$150+gst	\$175+gst
Quarter Page	\$75+gst	\$100+gst

- » Flyer Inclusion in the newsletter - \$150+gst. (Flyer provided, ready for insertion).
- » NZHA Website – a link to your own stud website can be included under BREEDER websites on the NZHA site. Cost \$50 +gst per annum.
- » NZHA 'NZ HEREFORDS' Magazine – rate card included with this issue of the member newsletter.



FEBRUARY 2013						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

**MARK THIS DATE IN
YOUR DIARY!**

Wednesday 27th February 2013

**The Honda Motorcycles
Hereford Herd of Excellence Field Day**
held in conjunction with
Beef & Lamb NZ
at

Mike & Cath Cranstones Riverton Stud, Fordell

MORE DETAILS TO FOLLOW SOON...

NZHA Breed Uniform New Swann dri Shirt

*A cooler shirt option is now
available to NZHA breeders*



Swann dri NZ
are offering
breeders a
35% discount
on retail price & free
postage

See Flyer enclosed with this issue
of Hooked on Herefords

Complete Dispersal

ACHINDREAN HEREFORDS

All cattle have
been tested
hypotrichosis
free.

With sadness, we are this year dispersing our small herd. 2012 heifers are being kept on and mated next year so we can have some cattle on view on the 2014 National Herd Tour following which they will be for sale.

The cattle can be sold either together or singly, on a "first come first served" basis. They are for sale now, with possession and payment after pregnancy testing and weaning early in 2013. If you have chosen an animal that is tested empty, the choice will be yours whether to keep her or not.

If you would like a catalogue please contact Colin & Val McKenzie,
1199 Churchill Road, RD1, Tuakau. phone 09 233 4334 or email achindrean@farmside.co.nz



IMPROVE FEED CONVERSION THROUGH BETTER MICROBIAL ACTIVITY



Rumen microbes may be invisible to the eye but their effects on animal performance are not. Crystalyx Forage Plus contains energy, protein and other essential nutrients; it helps to increase microbial activity in the gut of your stock while maximising feed intake and the digestibility of poor quality pasture. Make sure your stock are getting the best out their feed and introduce Crystalyx Forage Plus today!

Lick to turn pasture into production.

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