

# hooked on HEREFORDS

THE BI-MONTHLY NEWSLETTER OF THE NEW ZEALAND HEREFORD ASSOCIATION DECEMBER 2014

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## Diary Dates

- 16TH JANUARY 2015**  
MAGAZINE ADVERT EARLYBIRD DISCOUNT
- 30TH JANUARY 2015**  
MAGAZINE ADVERT DEADLINE
- 30TH JANUARY 2015**  
NZHA SOUTH ISLAND THINK TANK
- 26-27TH FEBRUARY 2015**  
NZHA COUNCIL MEETING
- 22ND MARCH 2015**  
NZHA AGM, GISBORNE
- 22-25TH MARCH 2015**  
NZHA HERD TOUR 2015



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**NZ HEREFORDS**  
THE WHITEFACE ADVANTAGE

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## Hereford Classes Challenge Judges At Christchurch Show



*Champion Senior Hereford bull Jandoc Lionheart 654 with, from left, Doc Sidey, handler Jason Reed, Peter Heddell, Jan Sidey, Merial-Ancare's David Dodge and Sarah Sidey.*

The Christchurch Show Hereford classes were dominated by the Jandoc and Duncraigen Studs with a line-up of cattle that kept the judges on their toes.

Hereford judge Chris Jeffries of the Grassmere Hereford Stud said he thoroughly enjoyed judging the classes alongside Helen Molloy of Woodburn Herefords.

He said they were really impressed by the 12-year-old Jandoc cow, Leonora 170 who they named the Supreme Champion Hereford.

"She has great outlook and is very clean through the front and shoulders and she held her head beautifully," said Chris.

He added that she's strong through the spine with good spring of rib. He commended her age and longevity. She also had a great calf and the calf is part of her package – the whole unit was balanced.

"She was a standout of the Herefords at the show."

Doc Sidey from the Jandoc Stud said Leonora 170 first attended the show straight off the tussock a number of years ago and she has since become somewhat of an icon. It's the sixth consecutive year Jandoc Leonora 170 has won the Grand Champion Senior Hereford title.

"She's never been fed and we really admire her."

The success of the dam can also be reinforced by the fact she had a daughter (Leonora 465) with calf at foot and son, Lionheart 654 in the show ring alongside her and they were all successful.

"It was great to have that success as a family group," said Doc.

Leonora 170 also put up a good show in the Merial-Ancare Meat and Wool Cup, missing out on the title by the slim margin of just one point.

Doc fondly says she was the matron of honour in that class.

(See pg10 for continuation of Canterbury Show report and results).

# President's Note

Dear Members,

By the time you read this message, the second of the NZHA Breeder Think Tank Forums - the lower North Island Think Tank in Feilding will have taken place and we will be looking forward to the South Island one in the New Year. The first forum was held in Hamilton and what it lacked in numbers attending it made up for with the open exchange of views by all members attending and I thank them for their time and involvement.

It is great that HP now have Anzco killing cattle on the West Coast to supply the South Island, this is the beginning of something that could develop into a major earner for Hereford Prime and be of great benefit to the breed as a whole. Well done team.

At our recent NZHA Council meeting, we decided to introduce a Registered Hereford Tag that is a tag specifically for registered cattle only, so that there is a simple way of identifying them from commercial cattle especially "Bush Bulls". It is envisaged that these tags will be available for next year's calving, format and design have yet to be finalised.

The South Island Hereford Progeny Test is about to get underway with mating beginning mid December on the property of Mendip Hills. I thank those breeders that submitted AI sires; 17

New Zealand bred bulls plus 1 imported North American bull were submitted. Further details are in the Council Communications of this newsletter. In the North Island there are also two Progeny Tests being carried out on commercial Angus herds, predominately using Angus bulls, however a small number of cows will be mated to Hereford bulls that have also been used at Mendip Hills, giving our breeders some valuable information on how our genetics compare against other Hereford genetics and also against other breeds, in what are truly commercial conditions. There will be another opportunity to submit further bulls for next year's mating. These tests are being organised and funded by Beef & Lamb Genetics with the co-operation and support of the various breeds.

On behalf of the NZHA Council and Staff I wish you all an enjoyable Christmas and continued prosperity in the New Year - who would have thought 12 months ago that we would see \$6.30/kilo for Bull Beef.

*Kind regards,*

Philip Shepherd.  
President, NZHA



## Registry Report

### CALF ENTRIES ARE DUE IN BY 30 APRIL 2015

Late Calf registration fees will apply from 1 May.

**HYPOTRICHOSIS RULING** From 1 January 2014, ALL bulls (of any age, including calves) sold for transfer must be correctly sire verified in conjunction with having a DNA profile. Also must be tested and declared FREE of hypotrichosis.

**AI SIREs** Please check your AI Sires are registered with the Association prior to purchasing, selling or advertising semen. This can be done by checking in the Hereford Herd Book, or by contacting the Office.

Artificial Insemination and Ova Transplant regulations are documented in the back of the Herd Book.

**GROUP RUN CUT OFF** is the 3rd of each month with the return being towards the end of the month.

### ONLINE REGISTRATIONS & PERFORMANCE RECORDING

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

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

Linda Shailer.

Registry

## Honours Board

Noel Smith, Newcastle  
Alistair Hargrove, Grovenorth  
Colin Corney, Colrairie  
Johnny Dorotich, Gembrooke  
Carole Steele, Ruzak Park  
Judy Lance, Totara Glen

*Congratulations to you all & thank you!*

## Welcome to new Hereford breeders

NZ Herefords would like to welcome the following new members to the Association and wish them all the best for their future Hereford breeding endeavours.

Name	Prefix	Town	Herd No.
Geoff & Denise Kitson	Mistywater	Rotorua	1798

## South Island Breeder Think Tank

Breeders are invited to attend the final  
NZHA Breeder Think Tank

**LAKE TEKAPO – 30th January 2015**

To be held at Godley Hotel, Lake Tekapo

Late afternoon and evening Think Tank + meal

Limited accommodation available at the Godley Hotel,

Ph 03 680 6848 or elsewhere at Lake Tekapo

*(further information will follow via NZHA clubs).*

## Hereford Prime + ANZCO Foods Join Forces

Hereford Prime NZ has recently formed a partnership with ANZCO Foods Ltd to process and market beef in the South Island.

Hereford Prime Chairman Laurie Paterson said this is a very exciting development for the board and staff and it's the first time the brand has been able to source cattle and offer beef South Island-wide.

Investigations are also underway with ANZCO for an export opportunity.

ANZCO is marketing Hereford Prime into the food service market and also has a number of retail shops where the beef will be available, along with their online store, [www.westmeatonline.co.nz](http://www.westmeatonline.co.nz)

In the first week of offering Hereford Prime, four restaurants added Hereford Prime beef to their menus and the retail store on Blenheim Road, Christchurch did a roaring trade and received exceptional feedback on the quality, taste and tenderness. The Christchurch based restaurants with Hereford Prime on their menu can be found by visiting [www.herefordprime.co.nz/restaurants](http://www.herefordprime.co.nz/restaurants). A list of all retail outlets can also be found on the Hereford Prime website.

Laurie says the ANZCO Hereford Prime partnership has the potential to apply upward pressure to demand for registered Hereford bulls and he says as a company, they are a good fit sharing the same passion for quality beef and customer service.

"ANZCO is one of New Zealand's largest exporters and second largest beef processor. They are enthusiastic, passionate, dynamic and believe in quality beef."

ANZCO Foods General Manager Sales and Marketing Stu Hall says their company is extremely pleased with the development of the partnership with Hereford Prime. He said there has been rapid progress to date supported by the shared desire to deliver consistently high quality product to customers and ultimately the consumer.

"From a food service perspective, Hereford Prime provides a complimentary offer to our customers along with our existing beef brands, and provides the opportunity for another high quality differentiated menu option."

"We are also continuing to develop an export programme opportunity with an existing ANZCO Foods premium retail customer, again based around quality, consistency and breed differentiation," said Stu.

They are confident the details supporting that programme will be confirmed by the end of the month.

The initial criteria for the ANZCO programme is pure-bred Hereford or first cross cattle, which provides South Island breeders with a strong marketing opportunity into those predominantly Angus cow herds. Ultimately all cattle for the programme will be

supplied from members of a Hereford Prime producer group yet to be set up.

The partnership with ANZCO compliments Bowmont Wholesale Meats in Invercargill who continue to proudly service the lower part of the South Island with their retail shop and food service distribution and they too need your support to continue the growth and success of Hereford Prime.

Magills Artisan Butchery continue their dominance in the greater Waikato region and the Wairarapa based Cabernet Foods are experiencing a lift in supply after a difficult late winter/early spring and they have strong demand for Hereford Prime from their customers.

### To supply the Hereford Prime programme

Contact Brand Manager, Natalie Campbell.

P 0277 323 448 or E [herefordprojects@pbbnz.com](mailto:herefordprojects@pbbnz.com)

### Award Winning Hereford Prime

#### Available at:

BOWMONT WHOLESALE MEATS,  
Otepuni Ave, Invercargill — Ph 0800 146 328

GREYTOWN BUTCHERY,  
Main Street, Greytown — Ph (06) 309 9550

MAGILLS BUTCHERY,  
Jacob St, Te Awamutu — Ph 0800 624 455

NEW WORLD WELLINGTON CITY  
279 Wakefield St, Wellington — Ph (04) 348 8054

NEW WORLD KAPITI  
159 Kapiti Road, Paraparaumu — Ph (04) 298 0011

THE VILLAGE BUTCHER,  
Ormond Road, Gisborne — Ph (06) 867 7689

THE VILLAGE MEATS  
8 Margaret Road, Raumati Beach — Ph (04) 974 0556

VILLAGE BUTCHERY,  
4 Joll Road, Havelock North — Ph (06) 877 8218

WAIPAWA BUTCHERY,  
High Street, Waipawa — Ph (06) 857 8789

WESTMEAT BLENHEIM,  
Cnr Alabama Rd & Main South Rd, Blenheim — Ph (03) 578 4554

WESTMEAT CHRISTCHURCH,  
394 Blenheim Rd, Sockburn, Christchurch — Ph (03) 348 7168

WESTMEAT ONLINE  
[www.westmeatonline.co.nz](http://www.westmeatonline.co.nz) — Ph 0800 692 882

**[www.herefordprime.co.nz](http://www.herefordprime.co.nz)**



[www.youtube.com/herefordprimenz](http://www.youtube.com/herefordprimenz)



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# Council Communications

At the November 2015 NZHA Council meeting the following discussions and decisions were made.

Some of the topics below are also to be covered in the NZHA Breeder Think Tanks.

## HEREFORD PROGENY TESTS

With funding from Beef + Lamb Genetics, a Hereford Progeny Test has very recently been established on Mendip Hills Station in North Canterbury. Jason Archer from Abacus Bio is overseeing the project - the insemination and subsequent recording of approx. 400 commercial Hereford cows + progeny at Mendip Hills. With regards to the resulting progeny; the steers will be recorded through to slaughter with carcass feedback assessed as with the cull heifers also. Replacement heifers will be recorded through to approx six years of age.

In addition to the Mendip Hills Progeny Test, an opportunity for cross linkage and breed representation between Angus and Hereford herds has allowed for the insemination of 35 cows and 100 cows using selected registered Hereford semen at the respective Whangara and Rangitaiki Angus Progeny Tests.

### What is the desired outcome from the Progeny Test?

- » To positively demonstrate the advantages of using superior performance recorded genetics to the commercial beef industry.
- » To validate registered, performance recorded Hereford Genetics and EBV data.
- » The potential opportunity to use the data for subsequent research.

The Mendip Hills final selection of suitable bulls includes a broad range of bulls. Elite international semen and cross linkage with Australian Progeny Test sires and the Angus Progeny Tests has been incorporated.

## NZHA proposed Governance Changes

Very solid feedback was received by the NZHA Council from several breeders and clubs.

Many thanks to those who took the time to submit their thoughts. Further explanations/discussions regarding the remits are being held at the Breeder Think Tanks.

### Mendip Hills - Sires to be used:

Hereford Bulls to be used over heifers:

1. Koanui Rocket
2. Beechwood Turk
3. Bluestone 120061

Hereford Bulls to be used over cows:

4. Otapawa Spark 3060
5. Waikaka Turning Point 110015
6. Okawa Davis 7046
7. Okawa Marshall 0109
8. Nithdale Elvis
9. Matariki Holy Smoke

International Hereford semen from:

10. Wirruna Daffy
11. Glendan Park Top Gun W42

Charolais bulls (in line with Mendip Hills breeding programme):

12. Silverstream Performer
13. Swallow Easy Gain

Angus bulls over heifers, for cross breeding linkage:

14. Glanworth Waigroup 1213
15. Turihau Liberation
16. Focus 135252

Whangara - Sire to be used:

Otapawa Spark

Rangitaiki - Sires to be used

Yet to be confirmed.

## 2015 NZ HEREFORD/ AGINNOVATION EVENTS

**Super Sires 2015** The 50% entry fee rebate upon sale of Super Sires at the National Hereford sale is to remain in place.

### Hereford Sale Order

2015 SALE ORDER:

- Supreme Champion Hereford
- Reserve Champion
- Super Sires (in catalogue order)
- Impact Sires (in catalogue order)
- Led Sires
- Yearlings
- Females

### NZHA Sale Catalogue Draw

**The draw for each division is to be done by 'a draw out of a hat'.**

NZHA Council sees this as encouraging new breeders and further participation in the Hereford National Show & Sale.

## Fertility Testing/ Semen testing

To remain as individual breeder responsibility.

The NZHA Council encourages breeders who enter bulls that are not proven sires, to have them semen tested. However this is not a mandatory ruling as the NZHA Council is very aware that semen testing prior to entering a bull in the sale does not 100% guarantee fertility at time of sale or indeed mating time.

## NZHA Breed BBQ Lunch

On the back of the extremely successful 2014 Breed BBQ Lunch kindly hosted at the Langtry property, it was a simple decision for Council to make ... that in 2015, the NZHA will be repeating this Breed BBQ Lunch format. Only in 2015 it will be a FREE LUNCH!

Lunch sponsors North Fuels were delighted with the success of the 2014 lunch and will potentially be back as chief BBQ cooks in 2015. The NZHA will investigate shelter options in the case of inclement Manawatu weather.

## Hereford AgInnovation Assistance

Jimmy Murray chairs the NZHA AgInnovation Sub Committee.

Rodney Jupp/ Kevin McDonald – North Island Grazing Unit.

Jimmy Murray – South Island Grazing Unit.

Graham Potter is to be the Chief Steward for the NZHA Show and Sale.

Several previous NZHA Ambassadors have been asked to assist with duties at the Hereford events.

Hereford Judges - awaiting confirmation.

## NZHA Calf Registrations

**Calf Registrations are due on the last day of April each year. i.e. for the 2014 calf drop, the last day for the registration of calves is April 30, 2015.**

## Late Calf Registrations

NZHA's current ruling on late calf registrations states that late registrations up to one year late incur a \$20 penalty fee per calf.

It is important for breeders to understand that the integrity of the NZ Herefords performance recording system/ data is jeopardised if compliance to calf registration deadline is not met.

The Council have amended the first six months penalty fees, on late calf registrations to the following –

**As of 1 May 2015,**

**Calf registrations due 30 April each year.**

**First year late fees**

<b>Up to the</b>	<b>end of May</b>	<b>\$5 per calf</b>
	<b>end of June</b>	<b>\$10 per calf</b>
	<b>end of July</b>	<b>\$15 per calf</b>
<b>August to April (inclusive)</b>		<b>\$20 per calf</b>

**Second year (and additional years) late fees**

<b>Flat fee</b>		<b>\$20 per calf</b>
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## NZ Hereford Merial Ancare Merit Dairy Sire Programme

The Council is considering splitting the Merit Sire programme into two commercially specific end uses. Firstly, certification for easy calving, producing a live calf sires, and secondly certification for a sire breed for dairy beef meat production. To be discussed at Breeder Think Tanks.

## NZHA Research Reserves

Please note that these reserves are currently invested as the NZHA quarter share in the PBBNZ building, yielding a higher dividend than bank interest rates. However the Council acknowledges this money cannot easily be released and this is a topic for discussion at NZHA Breeder Think Tanks. No research levy has been charged to NZHA breeders for the past two years.

## DNA Processing – Micro Satellite or SNP testing?

The NZ Hereford Association is accepting of SNP DNA technology and information that breeders wish to provide to the Association in this format, in order to progress their herd

performance.

The NZHA has had Internet Solutions software modified to display SNP format DNA profiles.

Breeders are at liberty to either choose SNP or Micro Satellite DNA technology with the option to embrace the prediction of genetic potential advantages that SNP technology offers.

The NZHA has had Internet Solutions software modified to accept and display SNP DNA profiles.

On the international Hereford platform, Australian Herefords, Canadian Herefords and up to very recently American Herefords are all still working in Micro Satellite technology. The use of SNP technology by one country only, affects the ease with which breeders can transact on an import/ export basis. (The Angus world is ahead of Herefords with the number of countries adopting SNP technology).

The NZHA Council are watching the international scene closely and at this point in time is slightly cautionary in heavily promoting the use of SNP technology, due to the level of importing/ exporting of genetics NZHA breeders engage in.

However do not consider the above fact being a limitation to your own herd use of SNP technology

and the furnishing of DNA profiles to the Association in SNP format.

*It should be noted that currently Massey University has exclusive rights to the NZHA hypotrichosis testing procedure.*

PBB is also currently surveying all breeder clients re DNA technology. The NZHA awaits the results of this survey.

## NZHA Dairy Beef Research in conjunction with SFF programmes

Councillor Jason Graham has identified potential research opportunities within the existing SFF processing system, analysing carcass feedback data to identify registered, performance recorded Hereford attributes/ advantages.

## Registered Hereford Ear Tag - Denoting a registered bull/ sire.

Council recognises that one of the very biggest challenges facing the registered Hereford industry is the threat/ potential market loss from the unregistered, non-performance recorded 'bush bull'.

Yes, another ear tag but an exclusive tag that can only be purchased by Hereford Account holders at PBBNZ i.e. a registered breeder with the NZHA.

The ear tag in development mode currently will potentially have a bold R HEREFORD denoting that the bull/sire is a registered, performance recorded sire.

The Council is looking to have these tags available for the 2015 calving season.

## 2015 Ambassador Technical Tour

Nominations have recently closed for the 2015 Ambassador Technical Tour.

Councillors Paul Scott and Jason Graham are co-ordinating the 2015 Ambassador Technical Tour, which for the first time will be in held in conjunction with the Eastland Herd Tour in March 2015.

NZHA Ambassadors and the Australian visiting Ambassador will be present on the Herd Tour for two days; however will also take the time to visit other relevant industries on the East Coast including a Meat Processor, Focus Genetics. The integration of the two events is seen as a great opportunity to view commercial operations in that area and will also include a visit to substantial Angus studs in that area.

The Herd Tour Accommodation venue – THE EMERALD HOTEL, Gisborne is very kindly sponsoring the Ambassador accommodation for the duration of their stay.

### **PBB Governance Training Forum- in mid-2015 (TBC)**

This is a multi-breed opportunity looking to encourage and inform the next generation of upcoming /potential NZHA Councillors - to gain an insight into Governance and the roles that lie within.

An independent Governance consultant would be conducting the forum. (PBB directors attending the same worthwhile forum in 2014).

NZHA would look to substantially subsidise those young Hereford breeders/ past Ambassadors who are interested in attending the forum.

More details to follow. (The forum does have a minimum participant number in order to run).

### **Power of the Beef Cow Field Day 2015 Hauhungaroa Station, Kuratau**

Based on the success of the NZHA Beef Cow Field day programme from Mendip Hills in 2014, the NZHA Council is looking to hold a similar POWER OF THE BEEF COW Field Day in the North Island in 2015.

## **Council Nominations 2015**

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

The following Councillors retire by rotation in 2015  
and are available for renomination:

**P Shepherd, G Pannett, J Graham, A Russo, J Murray**

Under the current constitution there is one North and  
one South Island vacancy.

All candidate nominations, including **those willing to stand again**, are to be submitted to the NZ Hereford Association General Manager by **Wednesday 21st January 2015** 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 21st JANUARY 2015**

The confirmed property is Hauhungaroa Station, Kuratau (See their story in the 2009 edition of the NZHA Magazine.)

This falls in the Mid – Northern North Island Beef and Lamb catchment, with whom NZ Herefords will seek to partner with for the day. NZ Hereford club assistance from the South Auckland Hereford club has also been flagged.

Mark your diaries now to attend this field day including an on-farm tour and an outstanding line up of guest speakers.

More details available soon.

### **NZHA Advertising Campaign 2015**

Based on the following marketing principles, the NZHA will continue with the generic promotion of the NZ Herefords – white face advantage, registered, performance recorded genetics branding.

White Face Advantage simply infers HEREFORDS therefore covers potential use of Herefords within purebred, cross breeding and dairy beef operations. And assists with brand recognition of Hereford Prime.

- » consolidates NZ Herefords advertising pitch to the industry
- » offers a sustainable sub brand/ tag line

### **Keeping it Simple**

- » Awareness of brand (advertising, website, newsletters, editorial features, magazine circulation, field days and the interface between these medians)
- » Brand Familiarity – repetitive features i.e. tag line/ sub branding i.e. the white face advantage
- » Frequency of awareness – regularity of advert.

With NZHA limited advertising budget, newspaper advertising offers maximum, cost effective exposure for NZ Herefords.

Farmers Weekly is to continue as the main vehicle for NZHA advertising spend with a new look advert in the Livestock section, running at least fortnightly for eight months of the year. Quality sale photos/ editorial will also feature.

NZ Farmer will also feature several NZ Herefords adverts during the bull selling season and also some editorial.

NZ Hereford National Sale adverts will feature in Heartland Beef, Farmers Weekly and NZ Farmer newspapers.

### **GOLDPINE**

#### **– Naming Right sponsor of the hooked on Herefords newsletter.**

NZ Herefords is very pleased to announce existing major sponsor of the Association, GOLDPINE have extended their relationship with NZ Herefords to include the naming rights sponsorship of the 'hooked on Herefords' newsletter. NZ Herefords appreciates the expansion of this business partnership and trusts breeders will also endorse this.

(Silver Fern Farms have recently consolidated their sponsorship arrangements, and opted to not continue the naming rights of the newsletter).



# PGG Wrightson Eastland National Hereford Tour

## 22 - 25 March 2015

Based at Quality Hotel Emerald, Reads Quay, Gisborne Phone: 06 868 8055

**Proud to host NZ Youth Ambassadors**

### Sunday 22nd March

5 till 6.30pm AGM  
7.00pm Welcome and Kapa Haka  
7.30pm **Dinner**

### Monday 23rd March

7.30am Depart for Wairoa via Te Rienga falls  
9.30-10.30am Visiting Na Puteputi- Smyth family  
11 -1.00pm **Lunch**  
Alton Vale- Brownlie family  
4.00pm Home via Nicks Head Station  
5.30pm Sid and Merran Hains Happy hour  
7.00pm **Dinner**  
Bushmere Arms

### Tuesday 24th March

7.14am March Equinox, Kaiti Hill (optional)  
8.00am Log Marshalling / Port Eastland visit  
10.00am Tolaga Bay Wharf  
11.30-1.30pm **Lunch**  
Mokairau – Reeves family  
In land via Whangara Lane Bros  
Prof Jack Richards Garden visit Wainui  
5.30pm Happy Hour at Penthouse River view apartment  
7.00pm **Dinner**  
Marina Restaurant and Youth Auction

### Wednesday 25th March

8.00am Leaderbrand visit  
9.45-11.15am Woodlyn – Wanklyn family  
11.30-1.30pm **Lunch**  
Wilencote – Humphreys family  
3.00-4.30pm Via Tangihau to Beanbah/Hain Hereford Stud – Hain family  
7.00pm Hoedown with Band  
*bring your cowboy/belle gear*

### Accommodation

**1 x Room - Sleeps 2 Pax**

Twin or double share, 2 king beds  
\$195-00 B+B - per room, per night

**1 x Room - Sleeps 3 Pax**

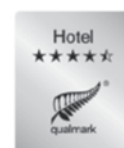
Bedding configuration of either  
1 king and 2 singles or 2 kings =  
\$245-00 B+B - per room, per night

**Max. of 3 pax in each room**

Please call the hotel to make your  
reservation & quote group  
reservation no.: **60512**

13 Gladstone Road,  
Gisborne 4010, New Zealand  
Freephone: 0800 EMERALD (363 725)  
P: 64 6 868 8055 F: 64 6 868 8066  
E: functions@emeraldhotel.co.nz

Hotel 4.5 \*  
Enviro Silver Award  
Westpac Awards  
Choice Hotel Gold Awards



[www.emeraldhotel.co.nz](http://www.emeraldhotel.co.nz)

Chairman: Sid Hain Email: [s\\_hain@extra.co.nz](mailto:s_hain@extra.co.nz) Phone: 06 862 8096

Cost: per person \$430.00 excluding GST / \$494.50 GST inclusive Registrations close by 4th February 2015



## Registration form

### PGG Wrightson Eastland National Hereford Tour

Full names

.....  
 .....

Stud / Business.....

Preferred name to go on tag.....

.....  
 .....

Postal Address:.....

.....  
 .....

Phone Number: .....

Mobile Number:.....

Email: .....

.....  
 .....

Airport pick up required? Yes / No

.....  
 .....

Any dietary requirements? Yes / No

.....  
 .....

\$494.50 per person (including gst)

**Send to:**

Christine Reeves,  
 Mokairau, R.D.3, Gisborne 4073  
 Email: reeves@gisborne.net.nz  
 Phone: 068622701  
 Fax: 06 8622751

**AgInnovation 2015 - Important Dates**

**Thur 5 February** All Super Sire and unled Impact Sires to respective grazing properties

**Fri 27 February** Final date for all NZHA Expo entries (both of the above dates to be confirmed)

**Sat 9 - Sun 10 May** Future Beef Event

**Mon 11 May** NZ Hereford judging/ Paddock Walk at Grazing Unit. NZHA Breed luncheon

**Tues 12 May** NZHA Sale Day

**Wed 13 May** NZHA Council meeting

### Hereford AgInnovation – Inspection Process

#### Super Sires/ Impact Sires

- » bulls that are on their respective NZHA grazing unit properties will be selected on a given day by the owners of these animals. All owners are expected to attend the ‘Selection’ Day.
- » the vendors will be given a card with all the bull numbers on it. The bulls are paraded across concrete and then into a paddock. No one will have the opportunity to speak about their bull/s – they will be silently and anonymously judged by vendors present on soundness and phenotype.
- » bulls deemed good enough are given a tick and those that are not are given a cross.
- » Judging results - if a bull receives crosses from more than 25% of the vendors present then the animal will be sent home.
- » a 75% pass rate by vendors present is required for a bull to pass the inspection process

#### Led Bulls/ Heifers

- » two vendors that are at the ‘Selection’ Day along with a stud stock agent will be asked to travel the North Island and select the led bulls and heifers.
- » the same process will be followed for the South Island entries
- » the two vendors will be appointed by the NZHA Show and Sales Committee

#### Performance data for ALL Hereford Entries

Performance Data must enter the March 2015 group run analysis and be submitted by March 3, 2015. NO EXEMPTIONS permitted.

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

Performance Data required:

- i) Vendors must submit the following performance data for Grouprun analysis and EBV generation in the March group run.
  - » 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.
- iii) 2015 Yearling Entries – date of birth must be after 01/06/2014.





# AgInnovation Hereford Grazing Unit 2015

NZ Hereford breeders have enjoyed an exceptionally strong sale season this year, making it an opportune time for breeders to put selected bulls forward for the Hereford Tru-Test Super Sires and Honda Motorcycles Impact Sires classes for 2015 and support the very positive Hereford trend.

Now in its seventh year and on the success of this year's class' at AgInnovation your support is needed to continue the momentum and grow the classes, proudly sponsored by Tru-Test and Honda Motorcycles. The class' command respect from both stud purchasers and commercial purchaser alike, with solid support from both breeders and sound prices.

Both classes offer bulls that are highly regarded by their breeders 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 AgInnovation.

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.



Please direct expressions of interest to:

#### North Island

- » Kevin McDonald Ph: 07 333 8068
- » Rodney Jupp Ph: 06 754 6764
- » Mike and Lorraine Langtry Ph: 06 328 5990

#### South Island

- » James Murray Ph: 03 319 4331
- » Anna Fisher Ph: 03 329 0994

#### TRU-TEST SUPER SIRES 2015

##### To be eligible Super Sire bulls must:

- » Be mated to at least 15 females in the spring, with a minimum of 10 registered females
- » Be selected from a management group of 15 or more.
- » Achieve a conception rate of 75% or more after running with the females.
- » Have a full set of performance records including:
  - » Calving-ease score
  - » Birth weight
  - » 200-day weight
  - » 400-day weight
  - » EMA and fat scans
  - » Scrotal measurement

A 50% discount (\$175 + GST) in Super Sire entry fee will be rebated to the breeder, upon sale of their Super Sire bull at AgInnovation 2015.

#### HONDA MOTORCYCLES IMPACT SIRES 2015

##### To be eligible Impact Sire bulls must:

- » Have a full set of performance records including:
  - » Calving-ease score
  - » Birth weight
  - » 200-day weight
  - » 400-day weight
  - » EMA and fat scans
  - » Scrotal measurement

The exception being they do not have to be joined with females and do not have to come from a management mob greater than 15 bulls.

##### Unled Impact sires will be grazed with the Super Sires.

**Please note: ALL Hereford entries must be BVD Vaccinated, TB Tested, tested and declared free of Hypotrichosis, Dilutor and Epilepsy and CORRECTLY Sire Verified. Semen testing of bulls recommended. There may also be other animal health requirements as per the terms and conditions of AgInnovation.**

## Future Beef NZ



**Encouraging all young cattle breeders to enter steers in the 2015 event.**

FBNZ are also planning a heifer show next year which will be held on the Sunday evening. The details regarding the heifers are:-

##### Heifer must be born after 1st June 2014

- » Under 12's may bring a heifer only
- » Over 12's must bring a steer to be eligible to bring a heifer
- » Under 12's can use heifer in handling class but over 12's must use steer
- » Heifer judging will be after the Handling class on Sunday and the two classes will be purebred heifer and crossbred heifer
- » Pure Bred heifers can go home or may be eligible to enter in the Queen of Hearts (which must be organised prior to the event)
- » Cross bred heifers are accepted but will be taken home

##### Wish to find out more about the event?

Go to our website [www.futurebeef.co.nz](http://www.futurebeef.co.nz) or contact Sharyn Anderson at PBBnz directly ph 06 323 0742

The yearling bull of Duncraigen Farm and the Robertson family also shone in the ring.

Chris said young bull Duncraigen 159 was an athletic bull with a nice head, kind eye, smooth shouldered and paraded very well.

“He had good frame and size and plenty of growth and he will grow on very well and he was sound footed,” said Chris.

Chris said while the Hereford classes weren't large he and Helen still found them challenging.

As a judge he said he prefers to have line ups that exhibit a lot of strength and depth.

Overall it was a really good line up and the classes had a lot of strength.

Five Hereford studs supported the classes with most of them competing the following day in the All Breeds classes.

The Canterbury Hereford Club again hosted a Cattleman's BBQ which attracted close to 100 breeders, exhibitors and friends of the beef industry. The event was generously supported by ANZCO Foods who provided the beef and a very impressive BBQ. It was a great opportunity to meet the ANZCO Foods team who have recently begun processing Hereford Prime.



*Duncraigen 159 took home a raft of honours including, Champion Yearling Hereford bull and Grand Champion Junior Hereford. Pictured here with judges Helen Molloy, Chris Jeffries, and Marc and Casey Robertson.*



*Anna Fisher and her father Peter Smyth winners of the class, two yearlings, any sex bred by an exhibitor judged as pair.*



*ANZCO Foods supported the Cattleman's BBQ at the Christchurch Show.*

## 2014 Spring Bull Sale Results

**24th Sep, 2014**

**Bushy Downs – RM & MP Port**

**TWO YR Bulls**

Top price: \$2,900 to Tomoata Station Pio Pio, N& K Chapman, Wairoa, purchased 2 sires at \$2,800 each.

Volume buyers were Atawai Farms Te Awamutu, who purchased 18 bulls, and Grat farms who purchased 9 bulls, as did Burgenridge Ltd who also purchased 9 bulls.

**YLG Bulls**

16 yearlings sold with top price purchaser: B & S Churstain, Cambridge

Comments: Total clearance of yearlings.

Top price purchaser paid \$2,300 twice.

**Overall Bushy Downs average for 91 x 2 year bulls was \$2,478, and 16 yearlings averaged \$1,880. The offering achieved a total clearance.**

**30th Sep, 2014**

**ARDO Hereford Stud, Marton.**

Two year old bulls

No.	Avg	Top
29	\$3,000	

Yearling bulls averaged 102 \$2,200

Top price was \$4,600 for lot 102 sold to Mike and Cath Cranstone of Riverton Herefords.

The auction has culminated in the sale of 105 two year old bulls and 140 yearling bulls for the season.

**1st Oct, 2014**

**LIMEHILLS, G & R Pannett**

**No. Avg Top**

Top price purchaser:

32 \$6,430 \$19,000

Benmore Station, Omarama, lot 8. Sold 32/33

merry  
christmas  
from



PBBNZ Office will close for the Christmas break from 5.00pm on Tuesday 23rd December 2014 and reopen at 8.00am on Monday 12th January 2015

The PBBNZ management and staff would like to take this opportunity to wish you a  
**MERRY CHRISTMAS AND HAPPY NEW YEAR**

# NZ Herefords Ambassador - Australian Exchange 2015

NZ Herefords along with the Australian Hereford Society (AUS) are pleased to call for interested NZ Hereford breeders to apply for a sponsored exchange experience to Australia in late April - early May 2015. Candidates would need to offer the following personal qualities and attributes to be in contention for this experience.

- » Ideally 25-35 years old
- » Proven commitment to stud Hereford breeding
- » Recognised as a contributor to NZHA and/ or beef industry initiatives
- » Demonstrate knowledge of industry issues, animal husbandry and genetics, and NZHA policies
- » Demonstrate ability to add value to future NZHA initiatives
- » Of high personal calibre and character, showing NZHA in a positive light in all dealings with exchange contacts
- » Prepared to table a report to NZHA and Herefords Australia on the experience and learning's from the trip

The visit, as per Australian Herefords Society (AHS) proposed itinerary would encompass an inspiring two week Australian Hereford experience, including -  
**Australia's National Beef Exposition 'Beef Australia' in Rockhampton 4th-9th May and concluding with the Herefords Australia, National Show & Sale (Wodonga) held on 13th-14th May, 2015.**

**Note** - The Herefords Australia National Show & Sale event clashes with the NZ AgInnovation event. Interested persons applying for the exchange knowingly understand it precludes them from attending AgInnovation, NZ - out of respect for the Australian hosting efforts made.

This Ambassador opportunity is certain to enhance your understanding of Australasian Hereford industry issues, provide invaluable contacts and increase your appreciation of Hereford cattle in diverse environments.

**If you are interested, please send an application and short resume to the NZHA office, preferably by email to [hereford@pbbnz.com](mailto:hereford@pbbnz.com)**

**Applications close – February 20, 2014**

## For Effective Stock Control Look For Maximum Output

Managing pasture and feed through challenging winters and dry summers can be enough of a juggling act without having to worry that stock are still in the place you left them.

When effective stock control is important a mains-powered energizer is the most cost-effective, reliable way to power a permanent electric fence. Choosing the right one for your farming needs can be challenge. Often energizers are advertised with their **Stored Energy in Joules**. When evaluating energizers it is best to compare them on the same basis by looking at the **Maximum Output Energy** in Joules. Maximum Output Energy will be lower than stored energy but is going to give you the most reliable indication of how that energizer will perform.

Tru-Test Group's Speedrite mains energizer range consists of a 36 Joule model powering up to 200ha/500 acres and a 63 Joule model powering up to 350ha/850 acres. The latter being the world's most powerful energizer.

Both models feature Cyclic Wave™ technology to maximise the energy travelling along the fence line with a clear, powerful pulse and the Load Response feature means the output is controlled to match the conditions. These features provide the real benefit to beef breeders. Speedrite's Cyclic Wave™ and Load Response technology mean a higher voltage travelling through the fence than



competitor products and ultimately more reliable containment and greater voltage

Both the Speedrite 36J and 63J models are remote capable so farmers can turn on or off the Speedrite Energizers from anywhere on the farm. Farmers can find and fix faults straight away and have the fence back on immediately. Remote capability also provides a handy safety feature by allowing power to be disconnected in an instant if an animal or person is caught.

All Speedrite energizers are manufactured in New Zealand. Tru-Test Group also manufactures and distributes the brands Stafix and PEL.



"your outdoor timber specialist"

# **GOLDPINE** ARE PROUD TO SUPPORT THE NZ HEREFORD ASSOCIATION

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.

## **Do you have a Goldpine NZHA trade account?\***

### **You benefit from:**

- ✓ Preferential discount off all purchases
- ✓ Interest free credit on purchases
- ✓ Referral rewards

### **NZHA benefits from:**

- ✓ Sponsorship based on your spend
- ✓ Referral rewards

**For more information contact NZHA or your local Goldpine representative.**

\*subject to meeting normal credit criteria



**0800 2 GOLDPINE (0800 2 465 374)**