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THE BI-MONTHLY NEWSLETTER OF THE NEW ZEALAND HEREFORD ASSOCIATION



OUTSTANDING INDUSTRY DEMAND FOR THE WHITE FACE ADVANTAGE

Whether it be demand for registered Hereford dairy beef 'type' bulls or for whiteface four day old calves, sought by beef finishers, the 2015 season has seen no let-up in demand and subsequent prices paid for both registered Hereford mating bulls and whiteface calves for finishing purposes.

Much to the relief of nervous vendors heading into the Hereford spring bull sale season, sale averages and clearances have clearly been better than anticipated.

At recent Reporoa calf sales, the demand for four - seven day old whiteface Friesian/Hereford cross bull calves has been outstanding and prices of over \$300 fetched (\$300-\$330 top line, \$240-\$290 middle line and \$200-\$230 smaller calves). One beef finisher has a standing order to purchase approx. 1200 growthy whiteface calves. The volume of calves sold has been consistently steady with all calves eventually steered and destined to be slaughtered via the prime beef schedule/market.

DIARY DATES 2015

21st - 23rd October
2015 Royal Show, Hawkes Bay

9th-10th November
NZHA Council Meeting, Christchurch

11th-13th November
Canterbury Show, Christchurch

26th November
Copy Due For December Newsletter

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President's Note



To the relief of many Hereford dairy beef bull vendors, the downturn in dairying this year has not affected spring bull sales to the extent many had feared. Sale results and averages have been similar to last year's and complete clearances the norm. The Hereford breed continues to be the strongest player in the dairy beef industry.

In August, the NZ seed stock industry lost one of its strongest advocates with the passing of Simmental councillor and former PBB Chairman, Craig Martin. Craig's understanding of the total beef industry and the importance of pedigree/performance recording in the seedstock industry was immense. Personally, it was a privilege to have worked with him over the last five years reorganising PBB. Our condolences to Rosanna and family at this sad time.

The recent passing of Rob Wylie, previous manager of Angus NZ has been acknowledged by NZ Herefords. Rob was a true gentleman; dedicated to the Angus breed and always acting with utmost integrity.

NZ Herefords have been involved in organising bulls and semen for the first mating of the Dairy-Beef Progeny Test being run at Limestone Downs on the Waikato's west coast where 600 dairy cows are being inseminated with Hereford and Angus semen and 200 heifers are being run with eight yearling beef bulls (four being Hereford). The four yearling bulls have been sourced in the North where they have already been exposed to Thileria - this being one of the criteria of acceptance by the farm owners (as this tick borne disease has caused problems on this property in the past and the owners did not want to risk using naive bulls). Other criteria included very good calving ease, short gestation

and low birth weight EBV's with reasonable growth weight figures.

Over the cows, there is a merit group of bulls and a control group of bulls to be used via Artificial Insemination. There will also be several AI linkage sires used; that is bulls that have or will be used in the Mendip Hills Beef Progeny Test as well. Data collected will be linked to the data being collected from the Beef Progeny Test. We await to hear how calving has gone at Mendip Hills and how they are managing with the lack of feed in North Canterbury - it is definitely going to be a trial in many ways.

A vote of thanks must go to those Hereford breeders who offered and those who generously donated bull semen for the progeny test programme. Several herds have repeatedly donated volumes, this is very much appreciated. Further information is included in this newsletter.

Planning is well underway for attendance at the World Hereford Conference to be held in Uruguay next April, 30 members will be attending and spending up to three weeks touring Argentina and Uruguay. NZ Herefords will be delivering a country presentation and potentially bidding for the rights to host the 2020 World Hereford Conference. Due diligence is being completed currently on this scenario.

On a final note, we must congratulate Hereford Prime's Waikato processor, Magills Meats and Michael van der Hoeven. Magill's were the Supreme Winner at the 2015 NZ Food Awards with their recently released PULLED BEEF product which uses pure Hereford Prime beef only - an outstanding achievement and industry endorsement of the product quality and the pulled beef concept.

Kind regards,
Philip Shepherd.
President, NZHA

Registry Report

NZHA GROUP RUN CUT OFF is the 3rd of each month and allowing approx. 2 weeks for the analysis, the expectation is that NZHA results will be received by the 20th of the month. (Analysis time is very dependent on the volume of data in a particular month and also the checking process and outcome).

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

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

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

ONLINE REGISTRATIONS & PERFORMANCE RECORDING

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

Linda Shailer, Registry



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DOCILITY IN CATTLE

Understanding Docility EBVs

Docility in cattle is the way cattle behave when being handled by humans or put in an unusual environment such as being separated from the mob in a small yard. What we define as poor docility is a survival trait in the wild – fear of anything unusual and the desire to escape. In domesticated cattle it is exhibited as flightiness. Importantly, docility is a highly heritable trait and can be improved genetically.

Interpreting Docility EBVs

Docility EBVs are estimates of genetic differences between animals in temperament.

Docility EBVs are expressed as differences in the percentage of progeny that will be scored with acceptable temperament (ie. either “docile” or “restless”).

Higher, more positive, Docility EBVs are more favourable. For example, a bull with an EBV of +20 would be expected to on average produce 15% more progeny with acceptable temperament than a bull with an EBV of -10.

Breeders have the ability to record docility scores (optional), when submitting performance information via online recording forms, which have been amended to include docility fields OR via manual paper performance recording forms .

NZ Hereford - Adding Record in Batch: 42502
Weights & Scanning

Animal ID: [] EBV: [] Mating Predictor: [] Member: [] Sale Catalogues: [] Semen Catalogues: [] Download Files: []

List All View Batch Summary and Help My Batches Batch Submission Screen

This form is to be used for submitting post birth weight and scanning information for calves aged 80 and 900 days of age. A separate form is used for mature cow weights.

Animal ID	[]		
Disposal Code	[]	Weaned on this date?	[]
Measurement Date	[dd/mm/yyyy]	Weight Units	[Kilograms]
Weight	[]	Management Group	[Up to 3 character alphanumeric code. Applies to all performance measures on this form.]
Hip Height (cm)	[]	Docility Score Taken in:	[Crush or Yard] [Docility Score]
Docility Score	[]	Docility Group	[Docility Score Management Group]
Scanning Information			
P8 Rump Fat (mm)	[measured in mm]	12/12th Rib Fat (mm)	[measured in mm]
Eye Muscle Area (cm ²)	[measured in cm ²]		
Intramuscular Fat (IMF%) Av.	[]		
Scanner Accreditation No.	[]		
Additional Male Information			
Scrotal Circumference (cm)	[]		
Was animal castrated prior to this measurement?	[No]	Castration Date	[dd/mm/yyyy]

Recording Information for Docility

Docility EBVs are calculated from temperament scores recorded on animals when the animals are between 60 and 400 days of age. RECORDING at the time of taking 200 DAY WEIGHTS is perfect!

The recommended time of scoring is at weaning or shortly afterwards. The advantage of scoring at weaning is that all calves should have had similar treatment. Ie the optimal time is prior to too much human intervention - before they become “calm” around humans/yards etc. By 400 days there will be much less variation in temperament and hence scores.

Animals can be scored for temperament using either a yard or crush test, which needs specifying.

- **Yard Test**
The calves are individually put into a small square yard and the handler should attempt to hold the animal in one corner for about 30 seconds.
- **Crush Test**
The calves are put up a race and individually held in the crush for about 30 seconds. When using either the crush or yard test, the behaviour of animals should be observed and animals scored using the following criteria.

Scoring can be done by anyone. We recommend that the same scorer scores a group of animals ie do not have multiple scorers or change scorers within a group of animals.

Score Code Description

- 1. Docile**
Mild disposition, gentle and easily handled, stands and moves slowly during handling, undisturbed, settled, somewhat dull, does not pull on headgate when in crush, exits crush calmly.
- 2. Restless**
Quiet but slightly restless, may be stubborn during handling, may try to back out of crush, pulls back on headgate, some flicking of tail, exits crush promptly.
- 3. Nervous**
Manageable but nervous and impatient, a moderate amount of struggling, movement and tail flicking, repeated pushing and pulling on headgate, exits crush briskly.
- 4. Flighty**
Jumpy and out of control, quivers and struggles violently, may bellow and froth at mouth, continuous tail flicking, defecates and urinates during handling, frantically runs fence line and may jump when penned individually, exhibits long flight distance and exits crush wildly.
- 5. Aggressive**
May be similar to score 4 but with added aggressive behaviour, fearful, extreme agitation, continuous movement which may include jumping and bellowing while in crush, exits crush frantically and may exhibit attack behaviour when handled alone.

When recording temperament scores, it is important to note:

- There needs to be some variation in the scores for them to be used effectively by the BREEDPLAN analysis. That is, scoring all animals in a group with a docility score of [1] will not identify any genetic differences in docility.
- BREEDPLAN can accept half scores if animals exhibit behaviour which is intermediate to the above scores.
- Animals should be assigned a different “temperament management group” if they have had a different level of handling prior to scoring.
- The method of scoring used (ie. crush or yard) should be specified when submitting the docility scores.
- When recording temperament scores, it is important that both a consistent scoring method is used and the same person scores all animals that are being assessed in the herd on that particular day.

Temperament scores should be submitted directly to the Hereford Registry dept, for the grouprun analysis of docility EBV's

MAGILLS TAKE HOME SUPREME AWARD AT NZ FOOD AWARDS

The flavour, texture and convenience were just some of the attributes that saw Magills Slow Cooked Pulled Hereford Beef win the supreme award at the NZ Food Awards recently.

The Magills Slow Cooked Hereford Beef uses only Hereford Prime beef and it outshone numerous other well recognised names in the food and beverage sector to claim top honours at the awards.

The NZ Food Awards, held in association with Massey University, recognise excellence and innovation in NZ's largest export sector – food and beverage.

The judges, food writer Nici Wickes and Auckland restaurateur Geoff Scott, were thoroughly impressed by the products presented for judging.

However they were particularly impressed with the “real” taste of the pulled beef – cooked as you would at home.

Award organisers said the judges “loved the great flavour, and brilliant melt-in-the-mouth texture. A delicious slow-cooked meal with all the hard work done - ready in minutes – fantastically convenient!”

They also like the ‘haute cuisine’ presentation of the beef.

Judging was particularly challenging this year with a 40% increase in entries compared to 2014. A total of 150 products from 79 food and beverage producers ranging from niche operators to large scale producers all vied to take out the top spots.

Overall, 13 products from food producers, service providers and ingredient suppliers stood out from the rest – with Magills of Te Awamutu being named the ultimate champion.

The Magills Slow Cooked Pulled Hereford Beef, were finalists in two categories at the NZ Food Awards. In the “Special Awards” section in the MPI New Cultivars/Primary Producers Award and in the “Large Manufacturers” section in the Food HQ Chilled/Short Shelf Life Award.

They won the Food HQ Short Shelf Life Award before going on to be named the supreme winners.

Mike van der Hoeven owner operator of Magills said the Slow Cooked Pulled Hereford Beef came about as he was looking for a way to add value to the sub primal cuts of the Hereford Prime carcasses they use in the family owned artisan butchery. The prime cuts (steak cuts) are always in high demand but only attribute to about 30-40% of the carcass so identifying ways to add value to the remainder of the carcass became his goal.

The Pulled Hereford Beef uses the topside, thick flank and chuck and identifying the right sub primals to use was part of the development process.

To make the Pulled Hereford Beef, the sub primals are placed in a bag and gently cooked in a water bath for 12 hours before



Ben, left and Mike van der Hoeven with the awards Magills Butchery received at the NZ Food Awards. Magills were named the supreme winners and also won the Food HQ Short Shelf Life Award for their Slow Cooked Pulled Hereford Beef.

being “pulled” in the bag by a specially designed machine.

The beef remains in the same bag it is cooked in through the entire process until it reaches the plate of the consumer, which means nothing is lost from the beef in terms of flavour and nutritional value during the process.

“That’s why it tastes so good and you feel good eating it,” says Mike.

All the consumer needs do is heat the Pulled Beef in the microwave for three minutes.

The pulled beef comprises 95% grass fed Hereford Prime beef with the remaining 5% spices and seasoning and that in itself required finding the right balance to ensure just the right amount of gravy accompanies the beef. It’s also gluten free.

Mike says they have purposely offered the pulled beef without added flavouring, allowing consumers to enjoy a natural and wholesome meal and they can add their own flavourings if they wish.

The pulled beef offers a meal solution for younger people who aren’t familiar with slow cooking techniques and it is literally ready in minutes.

“Sub primal cuts are beautiful to eat if cooked properly,” says Mike.

The product development has been 18 months in the



Photo by QuikPix Photography

Vice chancellor of Massey University, left is pictured with Ben, Mike and Milly van der Hoeven and Minister for Food Safety Hn. Jo Godhew, right after the family owned Magills Butchery was named supreme winners at the NZ Food Awards for their Slow Cooked Pulled Hereford Beef.

making – with the Magills team handling the entire process from fine tuning the recipe, developing specialist machinery, testing and validation.

Mike said he was “absolutely over the moon” with the NZ Food Awards win. “We are proud of it.”

He said the staff were all very happy with the achievement and development as it’s seen the introduction of new jobs for the team within the Magills business.

Mike said to win the NZ Food Award title will mean his business becomes more profitable and economically sustainable for the next (third) generation of the van der Hoeven family who are already involved and making their mark in the day to day running of the business.

Chairman of Hereford Prime Laurie Paterson said he was stoked with the result.

“We congratulate Magills – it is a major achievement for them. They have invested so much in this product with thorough research, developing the equipment to make it – they have put a lot of effort and time into developing this.”

Hereford Prime brand manager, Natalie Campbell said the accolade was the result of generations of hard work for the Magills team and the van der Hoeven family.

“I’m thrilled for them. The Magills team are so passionate about quality meat and meat products and they richly deserve this recognition. It truly is a reflection of their commitment and hard work.”

The Slow Cooked Pulled Hereford Beef is joined on chiller shelves with Magills Slow Cooked Pulled Lamb and Pulled Duroc Pork. Across the range of pulled meats, Magills are currently producing about one tonne a week with the majority of that production being the Pulled Hereford beef.

Since the awards were announced demand has leapt up, including an order from My Food Bag for 2200, 500gm packets of the Pulled Hereford Beef which will be distributed to customers nation-wide in early October.

Auckland’s Farro Fresh stores and selected Waikato New Worlds currently stock the Magills pulled meats range and discussions are underway with Foodstuffs to establish nation-wide delivery of the pulled meats range.

Award Winning Hereford Prime

Available at:

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

FARRO FRESH MT WELLINGTON
80 Lunn Ave, Mt Wellington, Auckland - Ph 09 570 7071

FARRO FRESH NORTH SHORE
Constellation Drive, Mairangi Bay, Auckland - Ph 09 478 0020

FARRO FRESH GREY LYNN
34 Westmoreland St West, Grey Lynn,
Auckland – Ph 09 360 0499

GREYTOWN BUTCHERY
Main Street, Greytown – Ph 06 309 9550

HAVELOCK NORTH NEW WORLD
Porter Drive, Havelock North - Ph 06 877 8032

KAPITI NEW WORLD
159 Kapiti Road, Paraparaumu – Ph 04 298 0011

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

PAREMATA NEW WORLD
93-97 Mana Esplande, Paremata, Wellington - Ph 04 233 1666

THE DALY LARDER, FEILDING
26 Fergusson St, Feilding - Ph 06 323 4137

THE VILLAGE BUTCHERY & DELI
126 Ormond Road, Gisborne – Ph 06 867 7689

THE VILLAGE BUTCHER
4 Joll Road, Havelock North – Ph 06 877 821

WAIPAWA BUTCHERY
72 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 – Ph 0800 692 882

www.herefordprime.co.nz



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Obituary

Craig Martin – Martin Farming

The beef industry lost a dedicated and visionary leader recently with the sad passing of 58 year old Craig Martin of Rosedale, Upper Moutere. Craig farmed in partnership with brother, Richard on properties at Rosedale and Wakefield.

Raised as a child around the family's Wakefield meat company, Craig's introduction to farming came in 1979 with the purchase of a portion of the Transport Nelson Holdings farm at Redwood Valley.

Having already purchased a small Angus stud, the opportunity arose to purchase part of the Redwood Simmental herd and the commencement of a long association with the Simmental breed and the NZ stud industry at large. Stud highlights included the Champion of Champions title with Simmental bull, Moneymore Earthquake in 1994 and repeated at Beef Expo again in 2004 with Moneymore Middle Earth, not to mention numerous Royal show accolades.

Craig's involvement in the Hereford breed began in 1989 when along with brother Richard, George Shuttleworth, and

Neil Sanderson, purchased a handful of selected females from various NZ herds and a number of imported Australian embryos to establish the Enterprise prefix.

In latter years under the guidance of Craig and Richard the herd changed to breeding under the Martin Farming (MF) prefix.

Whilst it may be said that Craigs real passion lay with the simmentals, he derived an immense amount of pleasure breeding, showing and interacting with Hereford membership always believing Herefords had a vital role to play in beef, being an economic land use option.

Craig took a governance role joining the Simmental Council in 1996 and acceded to Presidency in 2004 – holding the position to 2012. Craig was instrumental in shifting Simmental NZ headquarters from Christchurch to Feilding and becoming a partner in NZ Performance Breeders with Angus, Hereford and several other Breed Societies. He joined the board of PBBnz the same year and ably led the board from 2013 -2015.

Caren Bailey, General Manager of PBBnz paid tribute,



Mark Young is a senior geneticist with B+LNZ Genetics and SIL.

BIGGER or Fatter?

(first published in Country-wide)

Using an example of a 300kg cattle beast and a 60kg sheep, animal nutrition science tells us that daily energy requirement is proportional to liveweight at 73%LW. So while the larger animal is five times heavier, and needs to eat more in total a day, it only needs to eat 3.2 times more feed – see **Table 1**. In other words, one gram of tissue in a larger animal burns less energy a day for maintenance than one gram of tissue in the smaller animal.

Body condition score (BCS) affects feed requirement. Genetic size scaling theory, finds a stronger relationship across species between feed requirement and body weight if we adjust to constant body fat percentage.

This is because fatter animals have a smaller proportion of their body as lean tissue. It is lean body tissue that largely determines maintenance energy requirement. Lean body tissue burns energy all the time in warm-blooded animals.

By contrast, fat tissue is more inert. Once deposited fat has a very low cost per gram of tissue to maintain it. This makes sense – nature has selected an efficient way to store energy. Fat

Table 1: Relationships between a large and a small animal

	Large animal	Small Animal	Ratio
LW-kg	300	60	5:1
LW ^{0.73}	64.31	19.86	3.2:1

is both energy dense per gram and has a low maintenance cost compared to lean tissue.

Those who argue a low BCS animal has a higher feed requirement than a high BCS animal of similar liveweight are correct. The low BCS animal has a higher lean body mass since the high BCS animal has more fat.

In both sheep and beef cattle breeding, our evaluation systems consider adult size, to be a net cost to the system. Keeping a cow or ewe to produce a calf or lambs each year is an overhead to the system because of the maintenance feed requirement for the maternal animal. With maternal breeds, maintenance feed requirement of the cow or ewe must be accounted for in profit-focused indices.

conveying “the passion that drove Craig was never about himself or his own business, but to see the entire NZ beef stud industry succeed. Yet there was an urgency to achieving this goal, he impressed on himself many times and others that there is a very short timeframe in which the NZ stud industry had to really progress if it was to continue to be a significant part of the beef industry in the future. Craig provided outstanding leadership and his legacy will carry forward into the future as many of his initiatives are paving the way for what is a very bright future for the beef industry of NZ.”



Past Simmental general manager and longtime friend Richard Glubb described Craig as a man of many superlatives. “Craig not only had an irrepressible and infectious personality which people gravitated to, more importantly he was an extremely intelligent and articulate character who was much more than a cattleman with an engaging wit.”

Widely known and respected in the cattle industry, Craig Martin was a true visionary and his absence and influence will be sorely missed in many spheres.

Some argue that adult liveweight is a crude estimate of maternal feed requirements because animals differ in condition score. It is not a crude estimate – it is the best we have until we also measure BCS.

Not having data for adult liveweight or BCS is not a good reason to remove adult size from estimates of economic merit. To ignore adult size is to focus on product value and ignore a big cost of production, one associated with maintenance of the cow or ewe.

BCS alone is insufficient when considering the feed requirement of ewes or cows. We need both adult liveweight and adult BCS to best do this.

So what is the best strategy for taking account of this when seeking genetic improvement of maternal breed types?

We need to take account of adult feed requirement as best we can. With no adult liveweight data we do our best by predicting adult size from liveweight data of the young animal.

This has been criticised as “a prediction too far”. This is the wrong conclusion. It is the best we can do in the absence of adult liveweight data.

The best alternative to this is to measure and use data on adult liveweight, not to ignore adult liveweight. To gain more precision we should bring in BCS as well.

To increase farm profit through genetic improvement we must consider costs as well as returns. Considering both liveweight and BCS in ewes and cows will better characterise feed costs of adults and the value of body condition to the maternal animal.

Fat is valuable where it helps a cow or ewe sustain productivity. To best account for maternal feed requirements, breeding programmes should record both liveweight and BCS in adult cows and ewes.

We don't want too little or too much, we want it to be “just right”. The challenge for our animal breeding scientists is to devise systems that do this. Fat is also important to meat quality but that is the subject of a future article.

Beef Expo Dates 2016

The NZHA Council thanks those breeders who provided feedback on a potential shift in National Hereford Sale date, within the Beef Expo 2016 timetable.

Whilst the executive acknowledges this feedback, the Beef Expo executive has decided that the NZ Herefords Sale is to remain in the Tuesday Genetic Sales timetable, for the following reasons.

- Having all genetic sales on one day including NZ Heifer Champion sale (*Queen of Hearts*) is the best scenario for buyer attendance and the creation of a positive sales atmosphere.
- Ease of logistics for Manfield Park regarding penning, showing and sale ring equipment.
- The potential Monday timetable conflict for stock agents i.e. attendance at other breed bull unit programmes vs a Monday afternoon Hereford sale.

2016 BEEF EXPO DATES to diarise

Future Beef Weekend of **14 – 15 May 2016**

Beef Expo Monday **16** – Tuesday **17 May 2016**



Junior Shepherd/Stockman Position Wanted

I am looking for a full time, permanent Junior Shepherd/Stockman position.

I have excellent work experience references with sheep and beef.

Presently studying Level 3 with Telford Star in Sheep Knowledge and Agricultural Knowledge.

I will forward my CV on request, which shows I have been working hard to gain skills and knowledge to secure a shepherd/stockman position, including references that show my desire to become a competent Sheep & Beef farmer.

Please contact: Nick Peters

Phone: 07 873 7599

Mob: 027 956 7943 or email me at peters.willowspring@farmside.co.nz

Putting a dollar value on using good beef genetics

Courtesy of Beef + Lamb NZ -
16 September 2015

Beef + Lamb New Zealand Genetics is launching a new progeny test to put a dollar value on the extra profit that can be added to the dairy-beef supply chain by using good beef genetics.

At its core, the four-year test will calculate the additional value that can be added by using high-genetic-merit beef bulls, versus the unrecorded bulls traditionally used as “follow-on bulls” in most New Zealand dairy systems.

What are the financial advantages for the dairy farmer, calf rearer and beef finisher?

Limestone Downs near Port Waikato is a high-profile trust-owned property, covering 3,200ha and wintering about 27,000 stock units. It has a long-standing relationship with Massey University and is often used to trial research projects in a commercial setting. The operation converted 350ha to a dairy milking platform two years ago and runs 610 Friesian cows and 190 heifers.

Beef + Lamb New Zealand chief executive Dr Scott Champion says the inclusion of a dairy herd and dairy-beef progeny in the test is significant for both the dairy and the beef sectors.

“A 2015 analysis indicates there is up to \$61 million worth of economic potential annually for the beef sector, if better quality beef bulls are used over dairy cows.

“But we realise that dairy farmers, calf rearers and beef finishers all need more information and/or financial incentive to change practices and value better quality young beef animals. The hope is that adding a dairy-beef component to this highly-commercial test will provide robust, comparative information that will help all parties recognise exactly what better genetics will add to their bottom lines.”

Dr Champion says that one of the project’s objectives is to introduce a dairy-beef genetic index that clearly quantifies the economic benefit of recorded bulls.

Supported by Massey University, Limestone Downs’ management is encouraged to constantly question policies and number crunch all cost-benefit equations. The dairy operation is no different. Therefore it may be less surprising to learn that all of the dairy operation’s cows and heifers are being used in the trial.

Limestone Downs manager Alf Harwood says dairy manager Aaron Frazer first raised the possibility of using beef bulls across the entire dairy herd and instead buying in dairy replacements.

“We are in a slightly unusual position, in that we are the beef finisher and the dairy farmer. Without the need to breed replacements, all we need from our dairy herd is to get in calf and calve easily. Then, from a beef finishing perspective, for calves to grow as fast as possible.”

He speaks from experience. Limestone Downs sold the last of its 1,300 Angus-Hereford beef cow herd 17 years ago, when the figures simply did not stack up and the lack of flexibility became frustrating to the system. The dairy industry has been the source of their beef stock ever since.

The dairy platform – including maize crops and dairy support for replacement heifers – occupies about 500ha in total. A move to buying in replacements on the open market ticked a lot of “benefit” boxes.



2015 Canterbury A&P Show, Christchurch – 11th-13th November

This year Herefords are the feature breed at the show, which provides an excellent opportunity for the breed to showcase itself to a wide audience. In recognition of this international judge Steve Reid from “Talbalba” in Queensland will be attending, with Jack Murray as Associate Judge.

The hugely successful ‘Cattleman’s Dinner’ is being held on the Wednesday evening, with members of all cattle breeds invited to attend. The ANZCO senior management team will again be supporting the event and have kindly offered to cook the Hereford Prime beef for the meal.



2015 Royal A&P Show, Hawke’s Bay – 21st-23rd October

In 2015 the Hawke’s Bay A&P Society will host the New Zealand Royal A&P Show (a much larger Hawke’s Bay on Show) at the Showgrounds. The Premier Agricultural Show in New Zealand will bring competitors from all over New Zealand to compete for the coveted tri colour ribbon.

Get your entries in for these events to promote and showcase the Hereford breed.

Project Outline

Ninety-four bulls will be used in total. The cows are being mated by AI to Angus and Hereford bulls that are either:

- high merit – that is top performers within their breed for calving ease, gestation length and 400-day calf weight, or
- equivalent in genetic merit to the average commercial bulls available this year.

Heifers will run with Jersey, Angus and Hereford bulls. The Jersey bulls used will represent the breed average for liveweight, while the Angus and Hereford bulls will be of low birth-weight and short gestation length.

Next season, when calves are on the ground – measurements

will be made for gestation length, calving ease and calf birth weight. At processing, steers and heifers will be assessed on their carcass traits. The success rate of cows to get in calf again will also be recorded. The test will involve two cohorts of calves, born in 2016 and 2017.

While this is a stand-alone progeny test, it will be genetically linked to the B+LNZ Genetics beef progeny test already underway on five large commercial properties throughout New Zealand – by using selected sires across operations. This will provide comparisons around how the bulls perform in two different systems.

Registered Hereford genetics used:

HEREFORD BULLS FOR AI

- Ardo Archilles 120
- Ardo Fargo 1154 (linkage bull with Beef Progeny test)
- Beechwood Turk (linkage bull with Beef Progeny test)
- Bluestone 120061 (linkage bull with Beef Progeny test)
- Bluestone 080014 (linkage bull with Beef Progeny test)
- Burnfoot Playboy (ET) (BM)
- Colraine Code Word 13 139
- Flagstaff Big Red E8
- Flagstaff Dynamo G6
- Kairaumaiti Coal Face 1482
- Koanui Bedford 4081
- Koanui Rocket 0219 (BM) (linkage bull with Beef Progeny test)

- Koanui Unanimous 0408 (linkage bull with Beef Progeny test)
- Limehills Awesome x117
- Limehills Stamper 20719 (linkage bull with Beef Progeny test)
- Maranui Hick 11-62
- Matapouri Koa 09 99
- Okawa Marshall 0109 (linkage bull with Beef Progeny test)
- Otapawa Spark 3060(ET)(BM) (linkage bull with Beef Progeny test)
- Otengi Wisco 23
- Riverton Baltic 09 183 (EZI)
- Westholm Koala K13
- Wirruna Daffy (linkage bull with Beef Progeny test)
- Wirruna Echuca E99 (IMP AUS) (linkage bull with Beef Progeny test)

The NZHA Council wishes to sincerely thank those Hereford breeders who have generously put forward and/ or contributed registered Hereford genetics for the BLG Progeny Test research projects.

HEREFORD YEARLING BULLS FOR HEIFER MATING

- Craigmore Baton 140323
- Craigmore Baton 140337
- Haumoana Accent 14032
- Mahuta Kimo 4029

Nothing beats half price.

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Save up to \$950

www.tru-test.com/springpromo

Terms and Conditions: Offers and pricing valid from 1 September - 30 November 2015. Pricing is GST inclusive, subject to change and includes delivery to the retail store. Savings amounts are based on Tru-Test RRP's. EzrWeigh5 & EzrWeigh7 Weigh Scales are excluded from the up to 50% off offer.

How are you tracking?
Let's talk.
0800 263 278

IMPORTANT - NZHA account payments

Please check your internet banking is set up with the correct NZHA bank account number. Some members are STILL making deposits into the Westpac account.

The Rabobank account number is provided on all NZHA invoices and statements and is as follows:

- **03-1353-0228574-00**

Just a reminder that when paying NZHA accounts please ensure that you include your NZHA customer number as the reference.



DNA Services

PBBNZ can take care of all your DNA testing requirements.

For animals requiring a sire AND dam verification, please ensure that the dam has been DNA profiled and that both tests are selected (by a tick) on the DNA envelope.

If DNA results are required urgently please advise the office so this can be arranged, otherwise allow approx. 10 working days for turnaround.

For any DNA enquiries please contact Linda Rule phone **06 323 0746** or email lindar@pbbnz.com

NZHA Semen Catalogues

Wanting to advertise bull semen for sale?

This facility is available on the NZHA website via

INTERNET SOLUTIONS

Sales and Semen catalogues

Price \$25 for 12 month listing per sire

Process – send sire ident, breeder contact details and semen catalogue request to the NZHA registry.

Email: lindas@pbbnz.com

Spring Bull Sale Results



4th September, 2015

MAHUTA, JV & ME Allen No. Avg Top
Top price purchaser: 65 \$2,330 \$4,300
 Vision Hereford Stud, Te Aroha

Comments: 65/69 sold. Thanks to Vision Herefords for purchasing the top priced bull Mahuta Kudos 4129 and Twinstar Herefords for purchasing the second top priced bull Mahuta Kissinger 4034

7th September, 2015

CRAIGMORE, DB & SE Henderson No. Avg Top
Comments: Top price Lot 2 77 \$2,581 \$4,500

9th September, 2015

KOKONGA, B & M ROBINSON No. Avg Top
Top price purchaser: 45 \$2,340 \$8,200
 Wilencote Hereford Stud, Gisborne

Comments: 45/45 sold. Top price Lot 17. Second top price \$4,200 for Lot 2 to Glenbrae Hereford Stud, Porangahau

11th September, 2015

HUKAROA, Hansens Farms Ltd No. Avg Top
Comments: 72 \$2,420 \$3,000
 72/72 bulls sold. Also sold 2 x 20 month bulls for an average of \$2,700. 2yr bulls also sold, 3 sold to stud 13 \$3,800 \$5,800

16th September, 2015

NEWCASTLE, NMD & BA Smith No. Avg Top
Top price purchaser: Commercial buyer 20 \$2,385 \$4,600
Comments: 20/20 sold

17th September, 2015

RIVERTON, M & C Cranstone No. Avg Top
Top price purchaser: 96 \$2,567 \$4,200
 P Harper, Otorohanga

Comments: Also sold 24 x 2yr bulls for average of \$2,858 and 27 x Ezicalve status yearling bulls for an average of \$3,040

MANGAOTEA, RR & JM Blackwell 26 \$3,000 \$3,600

29th September, 2015

EZICALVE MORRISON FARMING No. Avg Top
Top price purchaser: 120 \$2,200 \$4,500

Comments: M & C Cranstone, Riverton Herefords, Wanganui
 Top price Lot 13 - the third consecutive year that Cranstones have purchased the top price bull.

Also sold 35 x 2yr old bulls for an average of \$3,300

SHRIMPTON'S HILL, J&L McKerchar No. Avg Top
Top price purchaser: 138 \$2,350 \$3,100

Comments: Sold 138/138. Significant premium paid for elite SGL bulls. Bulls going to Southland and all the way up to Waikato. Volume buyer Kauri Moor, Huntley, bought 20 bulls.

Hereford Grazing Units 2016



With the successes of the Tru-Test Super Sire and Honda Motorcycles Impact Sire classes at Beef Expo again this year, now is the time for breeders to consider entering a bull in these classes for 2016.

TRU-TEST HEREFORD SUPER SIRES 2016

To be eligible Super Sire bulls must:

- Be selected from a management group of 15 or more.
- Be mated to at least 15 females in the spring, with a minimum of 10 registered females
- 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

Please direct expressions of interest to:

North Island

Kevin McDonald

Ph: 07 333 8068

South Island

James Murray

Ph: 03 319 4331

Robert Kane

Ph: 03 204 8236

HONDA MOTORCYCLES HEREFORD IMPACT SIRES 2016

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
- Impact sires 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 on respective grazing units.

Please note: ALL Super Sires and Impact Sires must be BVD Vaccinated, TB Tested, DNA profiled tested and declared free of Hypotrichosis, Dilutor and Epilepsy and CORRECTLY Sire Verified.

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plus GST

CLAAS ARION 430 CIS

130 HP TRACTOR

with FL100 CLAAS loader

- 4 cylinder, common rail diesel engine
- 4 speed powershift transmission
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Hamilton	Christchurch	Wanaka
Rotorua	Ashburton	Gore
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Hastings	Hokitika	

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We have an extensive standard kitset range, or our Farm Building Specialists can design your shed to your exact size and specification requirements. To ensure we supply you the right farm building solution there's some key information we need and the best location to gather this information is on the proposed building site. Our team of Farm Building Specialists are available to visit you

on site, to discuss your whole project, answer any questions you have and provide suggestions to ensure you get exactly the right solution. In some areas we can even project manage, right from the design of your shed through to its construction. We are confident we can offer you a complete range to choose from, whether it be a two bay lean-to shed for your quad bike, or a 4000m² wintering shed to house your valuable herd and a lot more in between.

We take great pride in our farm buildings and knowing we have New Zealand's largest range, we are confident we can provide the right farm building solution for you.



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"Sheds that do the trick"

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