

**NZ MINIATURE HERFORD
BREEDERS GROUP
NEWSLETTER
NOVEMBER 2017**



**NZMHBG Field day Meeting
Sunday 1st October 2017
Held at Sharon O'Briens farm
Welcome Bay, Tauranga**

Hi All,

We had a great day and turnout at our recent meeting at Sharon O'Briens' in Tauranga. Sharon and her sister put on a lovely lunch and home baking, thanks girls.

We had an excellent discussion group on "Sales and Marketing". You all would have received an email from Kim Wright with notes on our discussions (if you didn't receive it Kims' email is kimi.m.wright@gmail.com)

Points discussed were:

1. What is our vision, image and positioning of our breed?
2. Are we happy with the title "Miniature Hereford"?
3. Markets; pet/lifestyle, meat, bulls/semen
4. Advertising
5. Other forms of marketing eg. Facebook, webpage etc.

Those of you who were not able to attend were emailed prior for your input. I do hope you replied with your thoughts to Kim. This was a very interesting meeting and hopefully will help and motivate us all move forward with more marketing and sales opportunities.

A number of the members had a farm walk afterwards to look at Sharon's stock, horses and pet deer included.

Most of the members have indicated that they would like more get-togethers during the year, like we used to do. I know that we all live in different parts of the country but if we have enough notice many of us are happy to travel. It would be nice to hold another field day on someone's farm in say February.

WHO WOULD LIKE TO VOLUNTEER FOR THE NEXT ONE?



Sharon & Vicky



Natalie, Coleen & Kim

Next Field Day - February

WHO wants to volunteer??

Contact:

Natalie Fletcher - fletcher04@xtra.co.nz

or

**Sharon O'Brien - sharonobrien@kinect.co.nz
(Event Co-ordinators)**

Amberley A & P Show
28 October 2017

New members Kirsten and daughter Charlotte Eggleston competed in their first show recently at Amberley in the South Island. This was their first attempt into showing and did extremely well.

Charlotte's little bull came home with two ribbons - Yearling Beef Bull and Supreme Champion Beef Bull. CONGRATULATIONS !!!!!

Kirsten and Charlotte are also showing at the Canterbury A & P Show 15,16,17th November.

Good luck girls, look forward to seeing the photos and ribbons.



LOOKING FOR A MEMEBR TO TAKE OVER DOING THE NZMHBG NEWSLETTER

IF ANY OF YOU HAVE SOME SMALL COMPUTER SKILLS AT NEWLETTERS WE WOULD LOVE TO HAVE YOUR HELP.

**Contact: Helen Russell - amberleacove@xtra.co.nz
Or phone to discuss..... 09/425-5672**

WELCOME TO NEW MEMBERS....

Vicky & Cameron Ashton - Rocklyn Stud, New Plymouth

Colleen & Rebecca Cochrane - Downalong Stud, Hamilton

Sarah & Paul Dombroski - Lakeland Stud, New Plymouth

Kirsten & Charlotte Eggleston - Dunshar Stud, Amberley

Welcome to the Miniature Hereford Breeders Group. Don't hesitate to be in touch with members of the Council if you have any questions, or look up your nearest breeder.

SALES REGISTER

It was discussed at the AGM that members would like more of an idea of what stock is selling for.

It was agreed to see if the Registrar could keep a voluntary, confidential register of animals sold and their selling price range - i.e date sold, age, sex, price, any special features that made a difference to the price (hand-reared, breeding stock, meat stock etc.)

The owner/seller's details etc will not be recorded so this an "anonymous" Register.

- Breeders can email info to - Registrar - Helen Russell email: amberleacove@xtra.co.nz

Breeders will then also be able to obtain some price range idea of what is happening in the market.

DATA

We have been talking for some time about collating our stock data so that we have a better idea of how our animals are doing in the market. Also for sales and marketing purposes.

John Long has agreed to do our data collating. This information, like the sales register, is voluntary.

We would like to have things such as birth weights, weaning weights, carcass weight when sold to meatworks etc. We would need.... Male/female/steer, age, weight and any other relevant information you feel useful. This information will of course be available to members.

- Data Register send to: John Long - gayeandjohn@xtra.co.nz

****** BOTH OF THE ABOVE ITEMS IN BLUE HAVE HAD ABSOLUTELY NO FEEDBACK. BOTH OF THESE ITEMS WERE PUT FORWARD AT THE AGM. WE CAN ONLY PRESUME THAT NO ONE IS INTERESTED.**

I HAVE RE-RUN THIS JUST AS A REMINDER IF ANYONE HAS ANY INFO TO PUT FORWARD.....

Straws For Sale

NZMHBG have straws for sale.

Proceeds go to the club.

Sir Mountianview Andy 2F (Import)

KNF Cibalo (Import)

KNF Stan Watie (Import)

\$35 each plus shipping costs etc.

Contact: Helen - amberleacove@xtra.co.nz

DO YOU HAVE FOR SALE STOCK? LET US KNOW

Any information, articles or photos that you would like to put forward for the next newsletter please email or post to Helen Russell.....thanks

15 Charles Street

RD 2

Warkworth 0982

Ph: 09/425-5672

Email: amberleacove@xtra.co.nz

Disclaimer:

The content of this Newsletter is provided for information purposes only. No claim is made as to the accuracy or authenticity of the content. The NZMHBG does not accept any liability to any person for the information or advice (or the use of such information or advice) that is provided in this newsletter. It is provided on the basis that all persons reading this newsletter undertake responsibility for assessing the relevance and accuracy of its content.