JBS Australia Thousand Guineas Shorthorn Branded program

JBS Australia are now purchasing Shorthorn cattle for the Thousand Guineas Shorthorn Branded program.

Beef from the Thousand Guineas program is sold into the food service sector both domestically and internationally. Shorthorn cattle for the Thousand Guineas brand will be grain fed for 140 days and must achieve a minimum Marble score 2 to qualify for the premium brand which is designed to deliver an excellent eating experience to consumers.

This represents a tremendous investment from JBS Australia and an exciting step forward for the Shorthorn breed, long renowned for its eating quality.

For Shorthorn breeders, this is a premium feeder market for Shorthorns, and as such support is being sought from commercial Shorthorn breeders with suitable Shorthorn cattle available for supply. Feedback for breeders will be available through the JBS Australia system.

Cattle required

- Steers and Heifers (Heifers must be supplied with a veterinary certificate, stating heifers are not detectably pregnant. Heifers must be pregnancy tested no more than 14 days before feedlot induction.)
- Pure Shorthorn or minimum 75% Shorthorn content (cross with British breeds)
- 380 - 500 kg curfewed weight
- Milk or 2 tooth

Cattle must be consigned to JBS Australia feedlots at the following locations

- Caroona Feedlot - Quirindi NSW.
- Prime City Feedlot - Griffith NSW.
- Beef City Feedlot - Toowoomba QLD.
- Mungindi Feedlot - Mungindi QLD

Registration is a requirement for suppliers to the JBS Australia Shorthorn Branded Beef program who wish to achieve the maximum price for their Shorthorn cattle. Simply fill out this form and return it to the Shorthorn Beef office to receive your accreditation number which must be supplied with your NVD form when cattle are consigned to JBS Australia.

Registration is a simple process and we encourage breeders to become registered early to ensure maximum competition for their Shorthorn cattle.

If you have any queries please contact:

Graham Winnell
Shorthorn Beef
0498 637 696
gwinnell@shorthornbeef.com.au
Trading Name: ____________________________________________________________
Contact Name: ____________________________________________________________
Address: ___________________________________________________________________
_________________________________________________________________
_________________________________________________________________
Town: _____________________________ Postcode: ________________
Email: ___________________________________________________________________
Phone: ___________________________ Mobile: ______________________________
PIC Number: ___________________________ ABN: ___________________________
Herd Size: _________________Hd
Turnoff (steers): _________________Hd
Seasonal Turnoff: □ Autumn  □ Winter
                   □ Spring   □ Summer
Breed Content: __________________________________________________________
Signature: ___________________________________________________________________ Date: _______________________

Registration cost is $198 annually including GST. (A tax invoice will be sent on receipt of this form.)
- registration includes Commercial Membership to the Shorthorn Society of Australia.
- Full members of Shorthorn Beef are exempt from this charge, however must be registered for supply.
Please fill out this form and return to the below address either by post, fax or email, to receive your accreditation number, which must be included on your supplier documents to be submitted with your cattle consignment.

Shorthorn Beef
P.O. Box 1381
Armidale
NSW  2350
Ph: 02 6772 2400
Fax: 02 5701 5166
shorthorn@shorthornbeef.com.au