THOUSAND GUINEAS
SHORTHORN BEEF

INTRODUCING *the new* PREMIUM SHORTHORN BRANDED PROGRAMME

THE STORY OF THOUSAND GUINEAS

The story begins in the North East of England in the 18th century, where Teeswater & Durham cattle breeds were being refined using selective breeding techniques by Charles and Robert Colling. This program would go on to give rise to one of the *most highly sought after beef cattle breeds* anywhere in the world... **THE SHORTHORN.**

The culmination of this breeding program was the birth of the bull Comet in 1804, who, in 1810 went on to fetch 1,000 Guineas at the Brafferton sale, breaking all records as the first bull to draw such a price tag.

THIS BLOODLINE *would go on to be a* key influencer in the Modern Shorthorn breed that is celebrated for its superb eating qualities.

SUPERIOR IN TASTE

WITH THOUSAND GUINEAS you will enjoy an open texture with a buttery flavour, a great bite *and lots of juice*. Perfectly suited for that special occasion when friends, family or colleagues come together to share a richly rewarding *moment in time*.

SPECIFICATIONS

BREED TYPE	*Shorthorn* (VERIFIED & ACCREDITED)
FEEDING REGIME	*Grain fed*
LIVESTOCK GRADE	*YP (0—4 tooth)*
EATING QUALITY ASSURANCE	*MSA graded*
MARBLE SCORE	*2+*
MEAT COLOUR	*1B — 3*
FAT COLOUR	*0 — 3*

WANT TO BE PART OF THIS EXCLUSIVE BRAND?

CONTACT YOUR NEAREST

JBS LIVESTOCK BUYER.

NSW

KEITH HAMMOND DUBBO 0428 849230
RICHARD SADLER TAMWORTH 0429 667866
TONY CLIFFORD SCONE 0428 683050
RON WEBSTER ARMIDALE 0428 492467
STEWART BULMER TENTERFIELD 0428 666973
ALLAN EURELL WAGGA 0428 694526
PETER STEER ALBURY/WODONGA 0427 343094
NEALE FLANAGAN ALBURY/WODONGA 0418 357133
RON CRUICKSHANK COWRA 0428 795620

SA

JOHN HIGGINS KINGSTON 0427 976366

VIC

DAVID RONALDS MELBOURNE 0418 539639
JASON RONALDS MELBOURNE 0409 767295
BARRY WILSON PORTLAND 0428 530421

TAS

BOYD HOARE KING ISLAND 0428 352972

QLD

SCOTT CARSWELL TOOWOOMBA 0428 727202
JASON CARSWELL TOOWOOMBA 0499 773878
JOHN NORRIS TOOWOOMBA 0427 776514
DAMIAN GOULD ROMA 0428 188351

WORTH ITS WEIGHT IN GOLD

JBS

MSA GRADED

JBS Require feeders - Placemats amended logo.indd 1 17/11/2016 10:29 AM

RIDING FOR THE BRAND

In the days when boundary fences didn't really exist, a station brand was the only true form of identity and ownership.
The **THOUSAND GUINEAS** brand now delivers the *SHORTHORN BREED* directly to the consumer.
For the benefit of ALL **Shorthorn** producers.
NOW is the time *to ride* for your **BRAND**.

JBS AUSTRALIA ARE NOW SOURCING;

- SHORTHORN FEEDER STEERS
- SHORTHORN FEEDER HEIFERS

Shorthorn feeder cattle required;

- MINIMUM 75% SHORTHORN CONTENT
- FROM BRITISH BREED CROSSES ONLY
- 0 - 2 TOOTH
- STEERS 380 - 500 KGS
- HEIFERS 380 - 500 KGS

***Heifers to be pregnancy tested empty within 14 days before induction and veterinary certificate supplied with NVD.**

Shorthorn feeders currently needed to fill this brand.

DELIVERY TO JBS AUSTRALIA FEEDLOTS;

- MUNGINDI FEEDLOT SOUTHERN QLD
- CAROONA FEEDLOT CENTRAL NSW
- BEEF CITY FEEDLOT SOUTHERN QLD
- PRIME CITY FEEDLOT SOUTHERN NSW

Feedback on the THOUSAND GUINEAS Shorthorn product from the food service industry has been overwhelmingly positive.

Thousand Guineas is a premium feeder market for Shorthorn breeders who align themselves with the Thousand Guineas brand.

THOUSAND GUINEAS represents a tremendous investment by JBS Australia into the quality of the Shorthorn Breed.

THOUSAND GUINEAS provides the Shorthorn breed with an opportunity to showcase the eating quality that the Shorthorn breed is renowned for.

Your support is needed to grow this prestigious brand.

SHORTHORN SB® BEEF

For supplier REGISTRATION please contact:
SHORTHORN BEEF
(0267) 722 400
shorthorn@shorthornbeef.com.au
www.shorthornbeef.com.au