

# SHORTHORN BEEF



**SHORTHORN  
YOUNG  
GUNS**



**QUALITY  
DELIVERS  
SUCCESS**



**TASMANIA  
TAKES  
THE  
INITIATIVE**



**WHAT'S  
YOUR  
FLAVOUR?**



**SHORTHORNS  
AVERAGE  
TOP 20%**



# 2018

# Unique



*Marellan Shorthorn bull x Droughtmaster female*

Marellan Shorthorns are unique. **A unique herd.** A British bred bull breeding herd in the ticks, on the tropic of Capricorn - **now that's unique.** 97.5% of our bulls get used over Bos Indicus cows.

**Unique selection pressure.** At Marellan we place huge emphasis on environmental survivability, unique selection pressure for ticks, heat and buffalo fly, as well as an uncompromising approach to fertility, meat quality and performance traits.

**Unique opportunity.** 100 bulls for sale in 2018. 100% grass fed. All bred for Bos Indicus cows.

**"Bred for Bos Indicus Cows" Bull Sale – Tuesday 25th September 2018.**



**marellan**  
shorthorns

Any Age. Any Market. Every Tastebud!



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**PROFIT NOW COMES IN COLOUR**

[shorthornbeef.com.au](http://shorthornbeef.com.au)

What an exciting year 2017 has been for Shorthorn Breeders. Producers nationwide have experienced high priced livestock sales whether it be commercial, stud or genetics. Stud bull sale numbers have increased in both volume and sale averages, creating a positive outlook for growth in the Shorthorn breed.

The rapid expansion and success of the JBS Australia Thousand Guinea Shorthorn Beef Brand has been a major focus of the Board in 2017. Many promotional events have been conducted to educate all within the supply chain about the benefits of the product. Producers have received premium prices for their livestock going into the JBS Australia Feedlots for the Shorthorn brand, while sufficient supply for the brand is being met. JBS Australia views this brand as being one of their flagship products exceeding every expectation they predicted of it. Furthermore, the product has been well received by top end restaurants and end-users in both domestic and export markets. Feedback from executive chefs commended the product regarding the similar eating qualities it has compared to higher priced products. Therefore, this product has been instrumental in reinvigorating Shorthorn Members and Beef Breeders nationwide.

Another focus of the Board this year has been the implementation of a sire progeny program. This has introduced elite sires from various studs into herds across Australia, increasing ET and AI percentages by 20% on last year's figures. This has and will continue to benefit the breed's position in the beef industry.

The Board have developed some visions for the future of Shorthorn Beef; including the investigation of technological advancements to enhance data collection moving towards genomic evaluation. Breed unity has been an ongoing and major priority, with open communication now established. Another upcoming event in the pipeline for Australian Shorthorn breeders is the 2019 World Shorthorn Conference, which will be a great opportunity to showcase and network with breeders across the globe.

As the President of Shorthorn Beef since April 2017, I thank Jason Catts, retired Shorthorn Beef President for his endless time, commitment and expertise in which he has conducted this role over the past years. I would like to welcome Nic Job who joined the board in April; his input has been well received. As you may be aware Kayla Preston Shorthorn Beef Office Manager is taking maternity leave for 5 months, hence in her absence I welcome Kylie Winnell who will be fulfilling office duties with capable hands. I would like to applaud the work of Graham Winnell, our Business and Promotions manager for his professionalism, time and dedication towards the breed. Finally, thank you to all Shorthorn Beef Board members for continuing their valuable input and ongoing belief in this extraordinary breed.

In closing, I wish all Shorthorn members and breeders the very best in their endeavours this year, may it be a positive and prosperous 2018 for all.

Regards.  
**Matthew Ashby**  
Shorthorn Beef President



# SHORTHORN

## AUSTRALIAN SINCE 1800





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*The Brand of Consistent Quality*



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# WHAT'S YOUR FLAVOUR?

## Eating Quality Drives Consumer Demand

Despite all the discussion surrounding the potential new technologies for the definition of eating quality in the Australian Beef industry, nothing beats the ultimate test; satisfying the taste buds of the beef eating consumer.

For the JBS Australia Thousand Guineas Shorthorn brand, nothing has defined the excellent eating quality of the Shorthorn breed more, than winning the consumer taste testing competitions at iconic Brisbane steakhouses, the Regatta Hotel and the Norman Hotel this year.

In August this year, 170 consumers sat down to the blind taste testing competition at the Regatta Hotels Big Beef Off, where samples from sirloin steaks sourced from 5 of Australia's leading grain fed brands were prepared by the professional team of chefs, led by Executive Chef, Simon Street.

Consumers voted using standard industry measures of tenderness, flavour, juiciness and overall liking.

JBS Australia entered its Thousand Guineas Shorthorn brand for the first time this year, in an effort to test the brand against some of the best brands in the country. Thousand Guineas was voted the best overall steak on the night, which JBS Australia Business Development Manager, Denis Conroy, found extremely satisfying.

"It is great to be part of a competition like this; to get feedback directly from such a large group of consumers. It really tells us where the brand is positioned." Denis said.

Not to be outdone, in October, the Brisbanes Norman Hotel again ran their annual "You be the Judge" competition, where consumers enter the competition to judge steaks from four selected breeds.

This year's event saw the Thousand Guineas Shorthorn brand competing for the opportunity to claim back to back titles, having also won the competition last year. Consumers at the Norman Hotel were again asked to judge the breed based products on a criteria of tenderness, flavour, juiciness and overall liking. The Norman Hotel is described as Brisbanes "Worst vegetarian restaurant" and runs the annual competition over the month of October. For a venue that is selling in excess of 2,500 steak meals per week, that means a lot of independent judges voting for their choice. The Thousand Guineas brand again won title of Best Beef for the second year in a row, despite some stiff competition from the other breeds in the competition.

"Nothing beats this consumer feedback," Denis Conroy said, "Consumer satisfaction is what we are all about."

Ensuring that the JBS Australia Thousand Guineas brand connects directly with the retail community, more than 30 Adelaide based chefs recently attended a Thousand Guineas brand day, held at The Carlton Club, Hahndorf, SA.







Hosted by Duncan Booth and the Holco Fine Foods team, JBS Australia and the Shorthorn breed, the day was focused on bringing some of Adelaide's top chefs and the Shorthorn breed closer together, in a move to create further understanding of the quality and history of the Shorthorn breed behind the Thousand Guineas brand.

Held at John and Lyn Nitschke's, Carlton Shorthorn Stud, chefs enjoyed an opportunity to get hands on with quality Shorthorn cattle, including the recently crowned 2017 Adelaide Royal Show Reserve Champion bull, Carlton Magic Mike. Shorthorn Beef President, Matt Ashby gave the attending chefs a brief explanation of the carcass quality traits that breeders are selecting for when they make their joining decisions, whilst Lyn Nitschke talked openly about her passion for the Shorthorn breed and in particular the JBS Australia Thousand Guineas Shorthorn brand.

Attending chefs sampled Thousand Guineas brisket burgers, short ribs and barbequed cube rolls prepared by the Adelaide Oval executive chef team, whilst the Holco team made sure there was plenty of Thousand Guineas product available for chefs to see.

For Adelaide restaurateurs, Pink Pig Wine Bar, the day provided an important link between the Shorthorn breed and their consumer base, who have unanimously endorsed the Thousand Guineas brand.

The Pink Pig Wine Bar is a high end restaurant in North Adelaide who now offer Thousand Guineas solely as the only branded beef product on their menu.

Pink Pig head chef George, described the Thousand Guineas product as excellent to work with, whilst he said feedback from their customers has been outstanding.

Executive Chef, Chris Sellors, The Earl of Aberdeen Coopers Ale House said that in the eighteen months they had been preparing Thousand Guineas for customers, they had never had one complaint about the eating quality of the brand. "That has never happened before." Chris said.

Growing long term demand for the Australian Beef industry, means ensuring that beef producers are given the incentives and the tools to produce quality beef as efficiently as possible. Key to this will be the ability to measure eating quality attributes and passing that information back to producers. No matter how eating quality is defined by the industry moving forward, one thing is abundantly clear; nothing will matter unless that quality is consistently appreciated by the consumer. For the Shorthorn breed, given the consumer acceptance of the premium eating quality of the Shorthorn product, the future has never looked brighter.

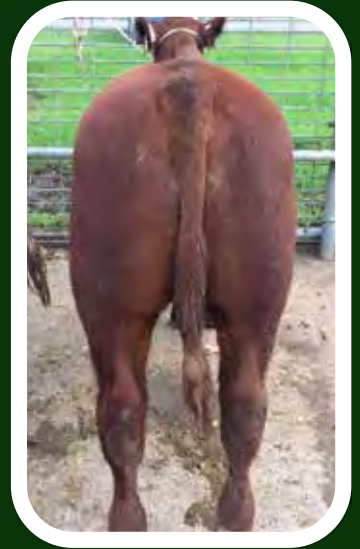
# DUNBEACON

*Shorthorns Since 1843*



## 2017 RAS SILVER MEDAL Steer Carcase Competition

- Maximum points for Rib Eye
- B Muscle Score
- Dressed 58.1%
- 2nd in Class on the Hook to the Grand Champion Carcase



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THOUSAND GUINEAS  
PROGRAM



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# VALE - THREE SHORTHORN LEGENDS

## RICHARD (DICK) LOANE

The well known and much loved principal of the Dunroan Shorthorn stud passed away at the age of 82.

Dick had a great love of showing his cattle because he simply wanted to put the Shorthorn breed up in front of Tasmania. He worked extensively with the Devonport Show Society and was heavily involved in the development of youth programs. Dick supplied numerous ballot animals and was always available to help, being heavily involved in the Sheffield Junior cattle handler award. Dick was known as "Just an absolute gentleman" and for others "an amazing Mentor".



*"Richard Loane, Dick as we all knew him, was a very passionate Shorthorn Breeder.*

*Dick loved to travel to many parts of Australia viewing Shorthorns and talking with Breeders. Dick enjoyed a trip to the USA and had many great memories of that trip. The Loane family is now in it's 4th generation of breeding Shorthorns. Dick and his wife, Jill loved going to Dubbo National and it was only in recent times he could not go which he was not happy about as Dicks body was not willing. Dick, on going to on property sales, was always on the look out for new outcross genetics to take back to Tasmania. Dick & Jill exhibited at Dubbo National several times."*

- Gerald Spry.

## ANTHONY CHARLES FOUNTAIN

Larger than life Shorthorn supporter, Tony Fountain passed away at 72 years of age.

*"Before moving to Bowral, Tony had led a colourful life. He began his Shorthorn love affair on his family farm and stock agency business at Grenfell in Central Western NSW. He moved on to run his own agency where he established Shorthorn specific sales and sold Shorthorns throughout the country.*

*Tony was also active in NSW Shorthorns in earlier years and served on the Shorthorn Beef board.*

*Tony was well known and regarded throughout the Shorthorn world, particularly through his highly successful weekly post The Drover's Journal, the less regular On the Wallaby and a Southern Highland post.*

*A very keen history buff and voracious reader Tony was in the process of writing a history of the Shorthorn breed in Australia - sadly unfinished.*

*Tony is survived by his daughter Kylie and sons Jason and Kurt, in-laws Kevin, Paula and Josie, grand daughters Charlotte and Sybella and long term partner Sam Hudson and her daughter Emily.*

*The Shorthorn breed world wide has lost a passionate advocate, breeder, agent, marketer, life long supporter and great friend."* - Sue Job.



## KNOX DURRANT

Shorthorns lost a wonderful supporter with Knox's passing in November, 2017. Knox and his wife Shirley's Nullamanna Shorthorn herd, situated in southern NSW between the towns of Moama and Barham, was a feature of the local landscape.

*"Starting in the early 'seventies, Knox built a stud herd which performed well both commercially and in the show ring - Knox felt he had made the grade when a bull he'd bred was bought by a mentor who had helped in the establishment of the Nullamanna herd. The Shorthorn National Show & Sale at Dubbo as well as on property, benefitted significantly from Knox's keen eye for bulls that would enhance his herd's performance.*

*Born with a generous spirit, Knox regularly donated Shorthorns from Nullamanna to Finley High School's well-known agriculture course, with Shorthorns representing the school at both Royal and other Shows. Not only was Knox a breeder of note but, was an active participant in Shorthorn Beef's Southern Promotions Group, on the committee which ran the successful Shorthorn sale at Bendigo in central Victoria and on the organising group that initiated the Wodonga Shorthorn sale. Born in Murrumburrah, NSW in 1933, school Knox attended Wagga Teachers College and commenced his teaching career in 1952 at a small rural school not too far from Nullamanna.*

*Along with his passion for Shorthorns, Knox was a well known sheep breeder, landholder/landcare group member and rice grower. He was a director of Ricegrowers Co-operative for 24 years."* - Richard Ham.



Young Shorthorn breeder, James Pitchford, Jupiter Creek Shorthorns, Echunga, South Australia has certainly experienced most facets of the beef industry in his short time.

His journey commenced at the age of 13 when James first attended the SA Junior Heifer Show. At 14, James purchased his first Shorthorn cows because he wanted to get more involved. Attending Urrbrae Agricultural High School, Netherby SA, only served to fuel the passion more and lead to James attending Adelaide University to undertake a degree in Agricultural Sciences. In 2016, James was awarded a three month study tour of North America when he won the 2016 SA Junior Heifer Expo Senior Champion Herdsman Award, in an experience he describes simply as "priceless."

Travelling through USA and Canada, James visited more than 20 stud and commercial ranches. Whilst there was no clear itinerary the trip included fitting cattle at one of the world's largest beef shows, Agribition, Regina, where 1500 beef cattle were exhibited, as well as Farm Fair and Denver and Fort Worth Stock Shows. James also spent time with some of the United States leading seedstock operations including Louis Farms Simmentals, Stevensons Angus, LT Charolais and Angus, Wulf Limousins, RA Browns Red Angus, King Ranch, V8 Brahms, 44 Farms Angus, HeartBrand Beef and Diamond and Muridale Shorthorns, a program that James says "is on the money."

The tour involved 2 months spent in USA and 1 month spent in Canada, where James was keen to pursue research into innovative grazing management techniques, with a particular emphasis on techniques that might apply to the Keith, SA district.

"At JD Hudgins in Texas, they were moving cattle every two hours using air-pressured timed gateways and using high stocking densities to regenerate soil health and promote pasture quality," he said. "In South Dakota, when we weren't snowed in, I saw cover crops in cropping systems with 14 or 15 different species. With strip grazing, they were seeing some awesome soil results." For James, part of the need to improve soil health goes beyond creating the best and most sustainable environment to raise cattle, he sees improving soil ecology as a large step towards improving the image of the beef industry with the city based consumer.

"In Montana and South Dakota, they can very

quickly improve soil health through strategic grazing and appropriate plant selection."

The overall tour provided James with a lot of food for thought.

"The variety of people you meet and learning about their operations. I have come back with a lot of ideas."

In 2017, James participated in the Nab Agribusiness Rising Champions Awards, supported by Cattle Council of Australia. The Rising Champion Awards, now in their eighth year, targets young beef industry people aged 21 to 35, with James participating as the South Australian finalist. CCA acting Chief Executive Officer Margo Andrae said the program was about helping the next generation of beef industry leaders to step up.

"It is vitally important that the cattle producers and industry leaders of tomorrow have the opportunity to provide input into the direction of their industry today," Ms Andrae said.

James describes the experience as "brilliant." The finalists all travelled to Canberra and spent time learning how industry bodies operate. Leadership skills and public speaking were also a big part of the experience, with finalists also attending the MLA AGM at Alice Springs, NT for the final awards ceremony.

"It was a great networking opportunity. The trip to Canberra was a great insight. I learnt a lot about the time it takes for policy changes and decisions to happen. The hoops that need to be jumped through, makes everything a lengthy process. We learnt about how long it took to build relationships, how long it took to build the live export markets into Vietnam and Cambodia for example. It is all about relationships."





Between University and his tour, James worked for the MacFarlane family at “Wellington Lodge.” A Team Te Mania member, James says he learnt a lot about the value of the program.

“It works a treat. With Ranges Valley paying a premium for the cattle and returning data into the system, it is really powerful.”

Now working at Hyfield Pastoral, an irrigated Lucerne property near Keith, James spends his time between Hyfield and his own operation. Given the depth of experiences that James has enjoyed over his journey, it is not surprising that they have left a mark on him.

“It doesn’t matter whether you are selling apricots or bulls, it is all about relationships and taking the time to build them.”

The list of the names of leaders that have inspired James, reads like a who’s who of the North American industry.

At LT Ranch in South Dakota, James spent time with principal Brett Thiel, a man synonymous with quality Charolais and also Angus cattle.

“Brett starts with the processors to understand how his clients cattle are performing, then he works with the feedlots to do the same. Then he works with his clients to identify the best genetics for them and breeds the cattle to suit. I got to see what it takes to get ahead.”

The big take home James got from his time with Brett Thiel, was the need to build relationships that benefit everyone. Also, the value of truly excellent customer service.

At Lee Leachmans, James saw an enterprise built largely on satellite herd production. Whilst Lee owns only a small amount of land, he works with over 50 satellite herds to produce enough seedstock cattle to sell approximately 1,500 bulls annually.

“There is an opportunity in South Australia for contract ET work, working with seedstock producers to supply recipient cows pregnant to their embryo’s.”

At Stevensons Ranch, James spent a fortnight with the Stevenson family, who exported a large proportion of their stud herd to Russia in 2011, establishing the Stevensons Sputnik Ranch which has grown to 7,500 head. The Stevensons family has also built its own processing facilities in Russia and opened its own chain of restaurants. With the use of extensive embryo transfer, Stevensons still continue to sell in excess of 500 bulls annually in the USA.

At Heartbrand Beef and 44 Farms, Texas, James saw two very different and diverse breeds from two

different operations, but both with the same model. Heartbrand Beef breed Akaushi (Japanese Red Wagyu) cattle, whilst 44 Farms breed Angus. Both models supply genetics and both offer a buy back system, where clients calves are fed for their branded products. This collaborative approach to delivering a quality product to consumers, also provides tremendous feedback to assist the supply chain to constantly refine and improve the genetics they create.

After all James has experienced, he has a clear understanding of how he wants to develop his own Shorthorn breeding program.

“It is important to build the brand on honesty. It is about making sure that the bulls we sell meet our clients needs. The Australian market seems to be moving more towards an emphasis on a quality product and less of a commodity. The beef we produce is expensive, particularly compared to other animal proteins, so it needs to be of high enough quality to drive demand. If we can continue to lift quality, the export markets look bright.”

James sees technology as playing a much greater role in assisting the Australian Beef industry to achieve this in the future.

“Technology is the key to creating more consistency of product. Technologies such as genomics are becoming increasingly more available. The producers who take technology on board will move forward faster than those that don’t.”

With that in mind, James sees the JBS Australia Thousand Guineas Shorthorn brand as providing great opportunities for the Shorthorn breed.

“Beyond the obvious market advantages the brand provides, the opportunity to incorporate carcass data into Shorthorn evaluations and genomics is really exciting. It is about market orientation, being able to work collaboratively to produce a better product for the consumer.”

James also says that the opportunities for the Shorthorn breed have “never been more exciting than now. Committee meetings have gotten a lot more interesting, talking about market orientation, branded beef and genetic technologies. People outside the breed are also starting to pay the Shorthorn breed some more respect. When you go to a restaurant like the Pink Pig in Adelaide and hear the top chefs saying that you’ve got a great product and it is performing tremendously well for their customers. It gives you a really good feeling as a Shorthorn breeder.”

# SHORTHORNS AVERAGE TOP 20%

## Eating Quality Excellence

The Shorthorn breed won its fair share of accolades in 2017 carcass and eating quality competitions. A Shorthorn team went back to back in the prestigious Borthwick trophy, whilst the Yamburgan Shorthorn Stud, Narrabri dominated the 100 Day Export category at the 2017 RAS Beef Challenge Awards, including the Champion Pen Award and 1st, 2nd, and 3rd placings in the 100 Day Export Profitability Award. In South Australia, Kingston based Shorthorn breeder, Mike Wilson, won Australia's largest grass fed competition in 2017, the Southern Grassfed Challenge. Mikes team of 10 carcasses scored a total of 877.17 points, 36 points clear of the next best team. In 2017 the JBS Australia Thousand Guineas Shorthorn Branded Beef program won two major consumer based competitions. The Regatta Hotel "Big Beef Off" and The Norman Hotel "You Be The Judge" competitions. The brand was also awarded one Silver medal and two Bronze medals in National Competitions. Winning the eating quality events provides valuable recognition for the Shorthorn breed from the most important judges of all; the beef eating consumer.

### What Drives the Shorthorn Eating Quality

MSA Index Scores on approximately 8,500 Shorthorn cattle, fed for the Thousand Guineas program in 2016-17, shows an average Index Score of **57.25**. What does that mean?

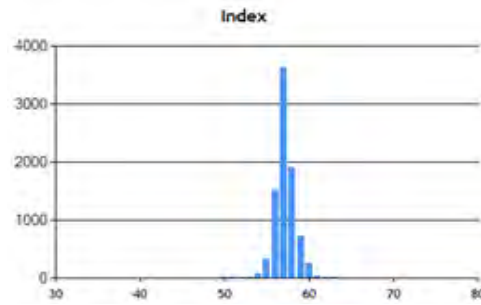


Table 1.  
MSA Index  
Scores for  
approx.  
8,500 TGS  
steers.

Well, based on data reported in the MLA Australian Beef Eating Quality Insights 2017, this puts the **average** Shorthorn MSA Index Score well inside the **Top 20%** for the Australian beef industry. Limited numbers of results from grass fed Shorthorn steers also show a very similar result.

To have a demonstrated average within the top 20% of the industry is a fantastic result for any breed and a fact that all Shorthorn breeders deserve to be extremely proud of.

### Where To From Here?

Thousand Guineas has demonstrated the advantages of a collaborative approach to delivering eating quality excellence to consumers. In a collaborative effort between JBS Australia, progressive Thousand Guineas suppliers and Shorthorn Beef, carcass data from the Thousand Guineas program has now begun coming back into the Shorthorn Beef genetic evaluation. This will provide the Shorthorn breed with greater opportunity to more accurately describe elite performing sires in the future and allow Shorthorn breeders to continue to develop key carcass traits.

#### MSA INDEX PERCENTILE BANDS BY HGP TREATMENT

HGP STATUS	TOP 50%	TOP 25%	TOP 10%	TOP 5%	TOP 1%
HGP treated	55.07	<b>56.52</b>	<b>57.77</b>	58.59	60.20







## 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



WORTH ITS WEIGHT IN GOLD



### WANT TO BE PART OF THIS EXCLUSIVE BRAND?

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 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



## RECORD RETURNS AT THE NATIONALS

**2017**  
**104 Bulls**  
**average \$8,500**

**2016**  
**77 Bulls**  
**average \$8,149**

**2015**  
**78 Bulls**  
**average \$6,214**

The 58th Dectomax National Shorthorn Show and Sale has again reached record heights in 2017, posting a new record sale average, after 104 Shorthorn sires sold to a top of \$32,000 to average \$8,500. In total 104 sires sold to 5 states, from 117 offered, for a total clearance of 89%, an increase in bulls sold of 35% from 2016 results.

The sale was an outstanding 2 day event with a large gallery attending the show, dinner and sale and a tremendous result for the National Show and Sale Committee.

Topping the sale at \$32,000 was the Grand Champion sire, Bayview Usher L83, selling to the syndicate of B and D. Eather, Doolibah Shorthorns, Bunnan, and Dubbo-based Terra Shorthorns. A son of Ronelle Park Hurricane H242 and from the Bayview Fancy E68, Usher L83 weighed 1010 kilograms with a 136 sq. cm EMA and a 40cm scrotal. Usher L83 was awarded the title of Grand Champion bull after judge, David Greenup

described as him "really sound in his feet and legs, with a tremendous amount of volume and carcass." Second top priced bull was Moombi Kookaburra L52, bred by Lester Job, Moombi Shorthorns, Cumnock, who sold for \$26000 to David Lowe, Gunnawarra Pastoral. Kookaburra L52, a son of Moombi Ooktali G34 and from the Broome Neat Step Wheaten dam, weighed 996 kilograms with a 135 sq. cm EMA and a 41 cm scrotal. At \$20,000, Royalla Spotless L377 was the 3rd highest selling bull, selling to Marellan Shorthorn stud, Emerald, QLD. Spotless L377, a white sire, was a son of Futurity Fully Loaded and from the Royal Millicent H098 dam. He weighed 904 kilograms with 129 sq. cm EMA and a 41 cm scrotal.

All 3 sires had excellent growth traits, being in the top 5% of the breed, whilst all 3 also had well balanced EBV's for both maternal and carcass traits.

The volume buyer on the day was Meriwee Pastoral







Company, Condobolin, who purchased 10 bulls. Vendor averages included Bayview Shorthorns, SA who sold 5 bulls to average \$14,800 and Moombi Shorthorns, Cumnock who sold 10 sires to average \$13,600. Nagol Park Shorthorns, Tamworth sold 5 sires to a top of \$16,000 to average

\$10,400. Leeds Shorthorns, Jerilderie sold 7 sires to a top of \$16,000 to average \$9,285.

Top-priced heifer for the 2017 Dectomax National Shorthorn Show and Sale at \$6250 was Marrington L66, a red daughter of Marrington Hot Shot H2, bred and shown by the Williams family, Marrington stud, Dubbo, and purchased by Susan and Dougal McLeish for their Thurn Shorthorn stud, Quambone.

In total, ten heifers sold in a complete Helmsman auction clearance, averaging \$4675.

The National Show and Sale Committee and vendors proudly supported a most worthy cause, when they got behind the not-for-profit charity beyondblue. beyondblue is an independent organisation that works to reduce the impact of

anxiety, depression and suicide in Australia.

Polldale Shorthorns and Terra & Terralea Shorthorns kindly donated their proceeds towards the cause. Celebrating 70 years of Shorthorn breeding, the Williams family of Terra stud, Dubbo, prepared and offered Terra Wave M18 (P), a roan sired by Belmore Silicon J88, which was purchased for \$5250 by Buckenbah Shorthorns, Dubbo. The proceeds of the Terra heifer were kindly donated to beyondblue.

Polldale Shorthorns, Dubbo, also donated the proceeds from their Lot 1. bull, Polldale Lucifer L89 who sold for \$5,000 with all proceeds again going to the beyondblue charity.

Beyondblue ambassador, Fiona Coote, was a highlight at the breed dinner as guest speaker and she also attended the sale the following day. Fiona is one of Australia's most successful heart transplant recipients, undergoing surgery at the age of 14. In total, the event raised \$15,360 for beyondblue.

Show and sale committee chairman, Lester Job, Moombi stud, Cumnock, said the generosity of the Shorthorn fraternity was overwhelming.

"We live with and work with, and even know many people who are unfortunately affected by depression or anxiety and it is the people of beyondblue who can hopefully help," Mr Job said.

# 2018 SHORTHORN NATIONAL SHOW & SALE

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Successfully managing heifers requires producers to become more strategic in their management decisions. Many of these decisions need to occur over a longer period than many people may appreciate. Heifer management needs to be seen as a process, rather than one or two events that may occur in the lead up to the first joining and calving.

Heifer management needs to be seen in the context of preparing breeders for a lifetime within a breeding program. When a program is put in place, the long-term benefits flow through the herd, improving efficiency and ultimately contributing to increased profitability.

There are several critical areas over a heifer's lifetime that impact on her future within the breeding herd. These include:

- The period from weaning to joining
- Joining
- Joining to Calving
- Calving to rejoining

## Weaning to Joining

Following weaning, heifers really need to be cared for and kept on a constant plane of nutrition. While producers try to avoid heifers becoming overfat, there is often a risk that the heifers may actually be restricted in their post weaning growth. This does have an impact on their ability to join successfully.

When setting growth rate targets, the most important consideration is to identify a critical mating weight. Research into heifer joining highlights the relationship between pregnancy weight and mature liveweight at the start of joining. Victorian studies showed pregnancy rates around 90% can be achieved once females reach 60 – 65% of their mature weight.

Post weaning growth also impacts the onset of puberty. Faster growth, while risking the chance of over fatness will result in an earlier onset of puberty. Slow growth rates will slow the onset of puberty. This often impacts on the numbers of heifers reaching puberty or liveweight targets at 15 months of age.

The variation in breeds and within breeds impacts on the onset of puberty. As a general guide for Shorthorn cattle, the onset of puberty is around 13 months of age, with an estimated weight of 315kgs. However this is only a guide, and a more accurate

target is to aim to have the majority of the heifer group reaching a target of 60 – 65% of the herd's mature weight.

## Pre Joining Selection

It is not uncommon for many producers to select replacement heifers prior to joining. There are pros and cons in selecting replacement heifers in this pre joining period. It does allow producers the opportunity to reduce surplus numbers. This may be of use when feed supply is limited or the season is failing.

At the same time, pre-joining selection can restrict options. Generally, the heifers selected as replacements are the heavier heifers. These are often slightly older and have had a greater chance to grow towards target weights. Depending on required replacement numbers, its often easy to overlook the younger lighter heifers.

Selection at this time is often a visual process. Pre joining selection doesn't provide an opportunity to select for fertility traits. Unless a heifer has obvious structural issues or poor temperament, pre joining selection may be a practice that could be postponed until joining is completed.

## Joining

Joining should be timed so that heifers can be joined ahead of the main breeding herd. Ideally heifers would be joined six weeks ahead of the cow group. The length of time for joining should be restricted to six weeks. By joining ahead of the cow herd, heifers have the opportunity to calve down under supervision free from distractions associated with general calving.

Of equal or perhaps greater importance in earlier joining is to allow heifers a longer period to recover from calving and return to oestrus in time to rejoin for their second calf. The time period from calving to return to oestrus is dependent on condition score. In average condition (Fat Score 3) the return to oestrus is around 50 days. However, heifers may take 10 to 20 days longer to return. So the earlier calving provides a buffer against this slower return.

Joining over six weeks is an excellent way to select heifers for fertility. A six week joining then becomes a selection tool for fertility. Following joining, heifers should be pregnancy tested. This can be done from 6 weeks from the end of joining. From the pregnant heifers, the replacements can then be selected on their structure, temperament, weight for age or other traits important to the business.



Surplus pregnant heifers can be sold to a higher value, while non-pregnant females can be grown for slaughter markets or sold as replacements.

The flow on impact of a shorter joining period extends beyond supervision of calving and successful rejoining. When the heifers calved are weaned, there will be a much smaller spread of weights across the group. Over six weeks it's reasonable to expect around 40kg weight ranges or less between the youngest to oldest calves.

This presents a much more uniform group of calves at weaning, which in turn flows onto heifers more easily managed for breeding and steers more uniformly presented to market.

### Joining to Calving

Heifers should be grown consistently over the pregnancy period. It is important heifers gain bodyweight without becoming overfat. A useful target is to aim to increase heifer liveweight by 140 kgs between joining and calving. This is an achievable growth rate of around 0.5kg/day during pregnancy.

### Calving – Re Joining

Ideally heifers will have been joined to low birth

weight and high calving ease EBV bulls.

Even so, it is important to closely supervise and monitor heifers over the calving period. Heifers that require assistance need to be recorded and can be removed from the breeding herd following calving. It is important to remember that having a calf has a big physiological impact on heifers. Often, particularly calving as a two year old, the heifer is still cutting teeth. As a result, heifers can lose a lot of weight as they struggle to meet their increased energy demands. Providing some supplementary feed or access to good quality pasture is important to help heifers manage post calving. Of equal importance, minimizing weight provides every opportunity for the heifer to return to oestrus quickly and to rejoin successfully.

### Summary

Setting growth targets, joining over six weeks, selecting after joining and maintaining nutrition post calving are the key areas behind successful heifer management. In the short term these strategies result in more even lines of weaners that are easier to manage. It also provides surplus heifers that can be sold as PTIC for greater value. Longer term this process allows the selection of females on fertility that has a direct impact on herd productivity and profitability.

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Understanding Agriculture

These days Kylie Schuller fills a big role as the supply chain coordinator for the Export Department of Andrews Meat Industries, one of Australia's largest food service suppliers.

It is a role Kylie has grown into over the more than 5 years she has been with Andrews Meat. Today she is part of the team that



coordinates everything from boning production, specifications, transport, logistics, sales, marketing and communications across the Wagyu Program. However, Kylie's journey in the beef industry started at a much younger age.

The Schuller family manage the Ashleigh Park feedlot at Culcairn in Southern NSW. Dallas, Kylie's father, and her brother Greg run the feedlotting business as well as the families Outback Shorthorn stud on their own property. The Schuller family bought their first Shorthorn heifer from Gerald Spry, Sprys Shorthorns, Wagga Wagga, Sprys Legends Kate Y031. That year they exhibited at their first ever heifer show, the Shorthorn Youth Expo, which was held at Gunnedah, NSW.

"I didn't know anyone really and we had never exhibited at an event like that before, but immediately we felt like we were part of the Youth family. Both Greg and I joined the Youth Committee that first year," Kylie said.

That first committee saw Kylie involved in the planning and running of the next Shorthorn Youth Expo the following year and for 5 more years after that. In her time on the committee Kylie went on to serve as both the Secretary and Publicity Officer.

"The main thing I learnt was the importance of good communication. That and the opportunity to interact with people from wider walks of life." Those communication skills were to come in handy when Kylie was awarded the Shorthorn Youth USA Exchange scholarship in 2012.

Over 6 months, Kylie visited over 13 US States, working with Shorthorn families in places such as Texas, Oklahoma, Illinois, Iowa, North and South Dakota, Kansas, New York and Ohio.

"The experience was life changing. You have to rely on the good will of people all the time, people you have never met before. It really focuses your communication skills; you have to tell your story every day to different people," Kylie said.

*"It is important that you can become comfortable with people who have very diverse opinions, not only from each other, but from yourself as well."*

Kylie studied at the Armidale campus of UNE, a four year degree that saw her leave with a Bachelor in Livestock Science and Honours in Meat Science.

After University and the USA Exchange, Kylie took up her role with Andrews Meat Industries in Sydney.

The Andrews Meat business is a tremendous success story, growing from a small butcher shop in inner Sydney to a leader in the foodservice supply sector.

Developed by the Andrews family, who still manage the business, JBS Australia have become the majority shareholder in Andrews Meat Industries. This move has allowed the business to develop and grow even further, with JBS Australia's network of feedlots, livestock sourcing and processing adding further dimension to the supply chain and value to both businesses.

The Export Department, which Kylie works in, is mainly focused around Premium Wagyu (Crossbred and Fullblood) and Angus programs, and Wagyu are an obvious passion for Kylie.

"They are so ugly that they are beautiful" Kylie says. "The opportunity to meet such a high standard of quality and to see the way the market responds to that quality. In the export market, there is an appreciation for the quality of Australian Beef first of all, but also for the extremely high eating quality of the Australian Wagyu product."

More than just marketing Wagyu product though, the whole supply chain is participating in increasing both the quality and the consistency of the product, with JBS Australia working with strong performing herds, to refine and develop the genetic component.





“Communication is the key.” Kylie says.

“There needs to be communication up and down the supply chain.”

For Kylie this approach provides strong learning opportunities for all breeds.

“It is important, and there is the opportunity now more than ever, for beef producers to participate fully within the supply chain. Focus on what the market needs, not just producing what you like to produce.”

Kylie says beef marketing is an ever changing landscape, with a current move towards the casual dining scene, such as Tapas, share plates and American BBQ style becoming popular.

“As the culture of Australia changes, so does the way Australians eat.”

Current US prices are also having an impact, making it more important for the Australian Beef industry to work together to maintain competitiveness as the industry moves away from commodity beef production.

Despite this, Kylie says that there are tremendous opportunities for beef producers, by participating in supply chain systems that have traceability and integrity such as the JBS Australia Farm Assurance program or brands such as Thousand Guineas.

“Connect through Farm Assurance programs and markets like the EU or programs like MSA. The opportunity is there for producers who put the effort in to ensure they meet the product standards. Listen to customers, be customer focused, it’s very important.”

For the Shorthorn breed, Kylie says that there are opportunities and challenges ahead.

“The Shorthorn breed has a lot to offer. Chefs are looking for alternatives and if the breed can maintain supply and continue to improve quality, then programs like the Thousand Guineas brand is a great opportunity for the

breed.” Kylie said.

“Focus on producing what the market needs. Shorthorns can continue to refine key traits like muscle type, maturity pattern and marbling whilst also improving the maternal traits. It might be more difficult genetically for smaller populations such as Shorthorns, but when you see the production increases the Angus breed has been able to achieve, there is still a lot of upside in Shorthorn cattle.”

Kylie says that this is true for both purebred production and crossbreeding.

Making sure that those key traits are locked into their maternal lines, allows other breeds to participate in high value markets like the crossbred Wagyu market.

“The preferred Wagyu crosses are from Angus and Shorthorn cows.”

Kylie points out that there can be a lot of variation in the marbling performance of Wagyu cattle, which stems from having moderate marbling genetics right up to genetics that consistently exceed marble score 9. British breeds tend to have less variation of marble scores.

“It is important that the maternal breeds maintain that ability to deliver consistent carcass quality to underpin the lucrative Wagyu cross market.”

The Shorthorn Youth Club has a focus on providing opportunities for tomorrow’s leaders in the Australian Beef industry, to learn the necessary skills and develop the necessary networks for their future success. Whilst success has to be won through hard work and dedication, the Youth Club has been privileged to have so many outstanding people come through its ranks. People like Kylie, who have made the most of her opportunities and forged ahead in the beef industry.

The presence or absence of horns in Bos Taurus beef cattle, is controlled by two known genes, the polled gene and the horned gene. Polledness is a qualitative genetic trait, meaning that it is controlled entirely by genetics with no other influences.

Importantly, the Poll gene is dominant and the horned gene is recessive, therefore animals with one copy of both genes (heterozygous) will also always be polled, but may pass on either the horned or polled gene to offspring. An animal with two copies of the polled gene (homozygous polled) will always be polled whilst an animal with two copies of the horned gene (homozygous horned) will always be horned.

Since 2010, a genetic test for poll status of cattle has been available, allowing producers to have a clear understanding of the genetics each animal carries. This is not important for cattle that are phenotypically horned, as the inheritance pattern means that phenotypically horned animals must carry two forms of the horned gene. For phenotypically polled cattle though, the situation is less clear. Phenotypically polled animals may be either homozygous polled or heterozygous polled. In the case of heterozygous polled animals, mating to other heterozygous polled animals will still produce horned progeny 25% of the time.

### Understanding the SNP Poll Test results.

Recently Shorthorn Beef switched to SNP based DNA profiling for Poll Testing, which provides producers with the most accurate test possible. With the new testing though, two new classifications have caused some confusion. These are the Friesian (f) and Celtic (c) classifications.

The Poll gene is actually a mutation. Most mutations occur as a mutated gene with a single common ancestor, although it is possible for mutations to occur more than once and therefore have multiple ancestors. This is the case with the Poll mutation, where one ancestral source is referred to as the Friesian (f) mutation and another ancestral source is referred to as the Celtic (c) mutation. Importantly, both mutations have the same effect, meaning that animals with either the Friesian (f) mutation or the Celtic (c) mutation should be treated as having the poll gene, regardless of the ancestral source.

### Understanding Scurs.

Scurs are genetically transmitted, however the gene is located at a different point on the DNA to the horned / polled genes. Scurs also have a different inheritance pattern, one that is believed to be sex affected, however the gene does not sit on the sex chromosome, so the condition is sex influenced not sex controlled. For male calves, the scur gene is believed to be dominant, where for females calves the scur gene is believed to be recessive. This means that male calves with one form of the gene will likely be scurred, whilst females will only be scurred with two forms of the gene.

Further, animals with horns, prevent the development of the scurred phenotype. This means that scurs can only be seen in polled cattle. Because of this, animals showing scurs are classified as poll cattle, because they must carry at least one form of the poll gene.

Importantly, it also means that sires that do not show scurs are also likely to have no forms of the scur gene.

### DNA Poll Test.

Breeders may have differing aims regarding the poll status of their herd.

NSW DPI list the cost of bruising and carcass damage to the Australian Beef industry at more than \$20 million annually, with horn damage the largest single contributor.

Whilst dehorning is a common management practice for many producers, there is the potential for some economic loss regarding loss of weight gain for a period after dehorning as well as an increased risk of infection and flystrike. Many producers are also concerned about the possibility for animal welfare issues being raised in the future.

Whatever your strategy, understanding an animal's genetic status can be a valuable management tool. Beyond the obvious outcome known for horned animals, it has always been extremely difficult to know the genetic components within polled herds. With the introduction of the DNA SNP Poll test, breeders now have a simple and affordable way to understand whether an animal is homozygous or heterozygous polled.



# SHORTHORN BEEF

## SNP POLL TEST FACT SHEET

SNP TEST RESULT	PREVIOUS RESULT	DESCRIPTION
<b>P<sub>c</sub> P<sub>c</sub></b>	<b>PP</b>	<b>HOMOZYGOUS POLLED</b> Animal is polled and will only produce polled (or scurred) calves even if joined to horned animals.
<b>P<sub>c</sub> P<sub>f</sub></b>		
<b>P<sub>f</sub> P<sub>f</sub></b>		
<b>P<sub>c</sub> H</b>	<b>PH</b>	<b>HETEROZYGOUS POLLED</b> Animal will be polled (or scurred), however carries both a polled and horned gene. When joined to other animals carrying two polled genes, will produce polled progeny 100% of the time. When joined to other animals carrying <i>one horned gene</i> , will produce horned progeny 25% of the time and polled progeny 75% of the time. When joined to other animals carrying <i>two horned genes</i> , will produce horned progeny 50% of the time and polled progeny 50% of the time.
<b>P<sub>f</sub> H</b>		
<b>HH</b>	<b>HH</b>	<b>HOMOZYGOUS HORNED</b> Animal will be horned. When joined to other animals carrying <i>two polled genes</i> , will produce polled progeny 100% of the time. When joined to other animals carrying <i>one horned gene</i> , will produce horned progeny 50% of the time and polled progeny 50% of the time. When joined to other animals carrying <i>two horned genes</i> , will produce horned progeny 100% of the time.

### Potential Joining Outcomes

#### HOMO POLLED X HOMO POLLED

	<b>P</b>	<b>P</b>
<b>P</b>	PP	PP
<b>P</b>	PP	PP

100% Homo Polled Progeny

#### HOMO POLLED X HETRO POLLED

	<b>P</b>	<b>H</b>
<b>P</b>	PP	PH
<b>P</b>	PP	PH

50% Homo Polled Progeny  
50% Hetro Polled Progeny

#### HETRO POLLED X HETRO POLLED

	<b>P</b>	<b>H</b>
<b>P</b>	PP	PH
<b>H</b>	PH	HH

25% Homo Polled Progeny  
50% Hetro Polled Progeny  
25% Homo Horned Progeny

#### HOMO POLLED X HOMO HORNED

	<b>P</b>	<b>P</b>
<b>H</b>	PH	PH
<b>H</b>	PH	PH

100% Hetro Polled Progeny

#### HOMO HORNED X HETRO POLLED

	<b>P</b>	<b>H</b>
<b>H</b>	PH	HH
<b>H</b>	PH	HH

50% Hetro Polled Progeny  
50% Homo Horned Progeny

#### HOMO HORNED X HOMO HORNED

	<b>H</b>	<b>H</b>
<b>H</b>	HH	HH
<b>H</b>	HH	HH

100% Homo Horned Progeny



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### **Sprys Free Spirits Juliet M57**

Purchased at Sprys Sale 2017 by Charlie & Sid Cooper and was Grand Champion at the Shorthorn Junior Heifer Show 2017.



# Outstanding Sires Represented



## **Outcross Genetics**

Saskvalley Tradition

106T (P)

(Sire of Muridale Thermal  
Energy 15A)

(Homozygous polled)



## **Sprys**

**Junction**

J6 (P)

(Homozygous polled)



## **Sprys**

**Primroses**

**Buddy J17 (P)**

(Homozygous polled)



## **The Grove Gigabytes J0837 (P)**

(Homozygous polled)

The 1st progeny The Grove Gigabytes  
J0837 (P) (Purchased for \$57,500).



## **Royalla Nostalgia (P)**



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# 2017 SHORTHORN CONFERENCE

Around 50 Shorthorn breeders attended the 2017 Shorthorn Beef conference held at Club Dubbo, Dubbo, NSW on July 11th and 12th.

With leading speakers from both Australia and the USA, the theme of the conference was very much centered on opportunities for the Shorthorn breed moving forward.

Building a clearer understanding of Value concepts was the main theme for the Conference, with guest speakers exploring new opportunities for genetic evaluation and genomic systems, showcasing the carcass and eating quality of the Shorthorn breed and discussing opportunities that come from taking a market oriented approach to solving supply chain issues through increased performance.

## Key Note Speakers

### RICHARD NORTON – MLA

Richard is the Managing Director for Meat & Livestock Australia (MLA) and has been in the role since June 2014. Since taking on the role, Mr. Norton has been a key driver for change across the beef industry.

MLA are calling for the introduction of Dual Energy X-Ray Analysis (DEXA)

technology to provide more information regarding yield estimates of beef carcasses.

This is part of an overarching strategy to deliver Value Based Payments, around objective carcass measurements, to Beef producers. Combined with genomic technology, producers will be able to market their cattle based on the DNA profile of their herds into the most suitable market. This is hoped to increase the overall compliance of cattle fed within the market they are fed for, and deliver fairer returns to producers.



### ROB INGLIS – ELDERS PRODUCTION SERVICES

Rob is a highly respected nutritionist and livestock production expert who works with the Elders Production Services team to provide specialised advice and production solutions for Australian producers.

Elders production Services provide delivery for the Heifers for Profit Course, a 15 month “hands-on” training program for cattle producers.

Participants improve their understanding of the impacts of heifer nutrition on the reproductive performance of the heifer and her progeny. Participants develop the skills and confidence to manage their heifers to achieve liveweight and condition score (CS) targets that increase future reproductive success, optimise stocking rates, and increase whole farm profitability.



### MAHDI SAATCHI – INTERNATIONAL GENETIC SOLUTIONS

Mahdi is the lead genomicist for International Genetic Solutions (IGS). Mahdi is extremely well respected within the Northern Hemisphere as a leading beef geneticist. IGS is the largest beef genetic evaluation system in the world and is a collaboration of 12 progressive breed societies in USA and Canada. With over 17,000,000 animals in the IGS registry and a further 340,000 new registrations annually, IGS provides multi breed analysis for both purebreds and breed composites. IGS are also the first genetic evaluation system in the world to be implementing Biometry Open Language Tools (BOLT) Software. Given the volume of data included for analysis, with the inclusion of 50K genotypes, as well as the complex nature of calculations in genetic evaluation systems, there is a need for faster and more developed data processing. IGS currently computes nearly 17,000,000,000,000 (quadrillion) data points in each analysis.

BOLT allows for much faster processing of each analysis and supports the complicated equations necessary to calculate EPD's from massive data sets.



### MIKE INTROVIGNE – BONNYDALE SIMMENTALS

Mike is co-principal of the Bonnydale Simmental Stud, WA and one of Australia's leading Black Simmental herds. Bonnydale is 2,000 hectares of Blue Ribbon farming country in the Boyup Brook district of Western Australia. The herd currently consists of 880 females plus 160 heifers. The stud herd consists of 350 Black Simmental and Sim Angus registered cows with 110 stud heifers retained each year and a further 50 embryos implanted annually. Bulls are sold as yearlings at the annual Bonnydale Simmentals on-property bull sale held each March.

Bonnydale Simmentals have been using the IGS analysis for their own within herd selection. Bonnydale clients have also been successfully using IGS EPD's to assist them to make their bull selections. Mike spoke openly about his experiences with the IGS system.





## **LISA SHARP – CHIEF MARKETING & COMMUNICATIONS OFFICER MLA**

Lisa heads up Communications, and Industry Insights at MLA. The valuable unit delivers world class insights, marketing and communications Australian red meat industry, globally.



Working closely with all elements of the supply chain, data and insights deliver value back to the farm gate. The insight capability and thought leadership contained in this team is designed to position MLA as the expert in the purchasing, eating and cooking habits of shoppers and consumers, as well as domestic and global food trends. Lisa promotes “Plate to Paddock” thinking as opposed to the traditional Paddock to Plate concept. This requires producers to consider the requirements of end markets. Then, the supply chain can work back, all the way from consumers to producers, to ensure that product is developed and delivered with consumer needs first in mind. There are tremendous opportunities for Australian Beef globally and domestically.

## **BRENDAN TATT – COMMERCIAL MANAGER**

### **RUBY & ROAN ELITE SHORTHORN GENETICS AUCTION.**

The Ruby & Roan Elite Genetics Auction was held as part of the Shorthorn Beef Gala Dinner held at the Commercial Hotel in Dubbo.

With a large gallery of buyers registered including AuctionsPlus, the Ruby & Roan Elite sale was extremely well supported.

Topping the sale at \$7,500 was Lot 7, purchased by Moombi Shorthorns. The lot was for the pick of the Bayview Spring L heifers, calving to Bayview Usher L83, the 2017 National Shorthorn Show and Sale Grand Champion Bull who sold for \$32,000.

Topping the Right to Flush category was Lot 6, Marellan Augusta 2245, offered by Highrange Shorthorns and purchased for \$4,000 by the syndicate of Trojon and Marschay Shorthorns.

Top priced embryo lot was Lot 20, offered by Futurity Shorthorns and purchased by Ronelle Park Shorthorns for \$1,500 per embryo. The package of 3 embryo's was by the Futurity Edged in Stone K148 sire and from the Futurity Ossies Ruby G4 donor.

Semen lots offered sold extremely well with the top price of \$180 per straw paid for Lot 13. Offered by Futurity Shorthorns, the package consisted of 10 straws of Yamburgan Sparta K571 and sold to Moombi Shorthorns.

Moombi Shorthorns were equal top volume purchasers on the night, picking up 3 lots as were Futurity Shorthorns who also purchased 3 lots.

## **RUBY & ROAN ELITE AUCTION RESULTS**

CATEGORY	TOP	LOT	AVERAGE	# SOLD
LIVE LOTS	\$7,500	Pick of Bayview Spring L Heifers	\$5,833	3
RIGHT TO FLUSH	\$4,000	Marellan August 2245	\$2,950	5
EMBRYO	\$1,500	Futurity K148 by Futurity G4	\$781	16
SEMEN	\$180	Yamburgan Sparta K571	\$96	150

## **JBS AUSTRALIA - NORTHERN**

JBS Australia are enjoying a challenging and rewarding time as they move to position Australia's largest processing business from a commodity beef processor to a branded beef marketer. Given the extensive medal haul that the JBS brand list has enjoyed this year, it is safe to assume that the companies branded beef programs are hitting a good note with the retail sector.

Brendan spoke about the opportunities and the challenges faced when establishing a new brand in a crowded market space. Brands need to be clear regarding their message and their offering to the consumer. Brands built on trust and trust comes from consistency. Consistency of brand messaging, consistency quality and consistency of supply are the overall success of brands.



## Ryder Family Strive For Customer Loyalty

Running a Butchers Shop in today's convenience based world is not without its challenges, however the Ryder family, Gladstone, NSW are making a stand along quality lines and building a very loyal customer base.

Philip Ryder, who started in the butchery trade in late 1984, said that when he started, there were 21 retail butcher shops along the Macleay River, now there are just 8 left.

"The supermarket trade and other things like take away dinners has reduced the number of butcher shops; people like the convenience." The trend is not specific to the Gladstone region, with Ray Morgan published data in 2016 showing that, not only are Australians eating less red meat, but they are purchasing less from butchers. From 2013 to 2016, butchers share in the volume of retail fresh meat sales in Australia fell from 23.1% to 17.9%.

For Philip and Robyn Ryder though, they have built a very loyal customer base by both value adding and ensuring that the customer comes first.

"It's all about trying to do the right thing by the customer." Philip said, "It's not enough to sell them something once, you need to be selling to them the second time, the third time and so on. Anything wrong comes back to us."

To ensure that their beef product delivers that level of satisfaction consistently, the Ryder family have taken control of their supply chain. Running 70 breeders on their 108 acre property, supplemented with 40 acres of leasehold, the family finish their own cattle as well as purchasing suitable cattle to finish. Finished cattle are processed at Alexander Downs, Kurri Kurri.

Suitable cattle are purchased at around 250 – 280 kgs liveweight before being fed for 90 days and processed at 220 – 240 kgs dressed. Home bred cattle are weaned at around 10 months of age and usually 350 – 400 kgs before also being fed for 90 days.

"We weaned a 10 month old calf last week that weighed 420 kgs." Philip said.

4 head per week are needed for the butcher shop, and Philip says that the 90 day feed program helps to improve the consistency.

"Week in week out, the product is consistent. I look for that bit of fat around the tail head, we select them when the cattle have around 8- 10 mms of fat. I don't mind if they go a little over that. I can trim fat off them, but I can't put it into them."

This is where the Ryder family really start to differentiate their product.

Whilst yield has been the mantra of many retail butchers, looking to maximise saleable beef, Philip looks for cattle that yield well but also have the ability to lay fat.

"If you haven't got fat, you haven't got flavour."



Our yield might be back just a little on the really lean cattle, but the beef has flavour. If the customers don't enjoy it, they're not going to come back."

The Ryder family also exclusively breed and feed Shorthorns.

"Our customers think the Shorthorn beef is sensational, there's never any complaint. They talk about the flavour of the beef and the eating quality. While they aren't looking for marbling particularly, they want that consistent quality week in week out."

The Ryder family bought their farm 11 years ago, which sits right on the Macleay River.

"We love the farm. We love the lifestyle."

The family used to purchase and run many different breeds, but they have settled on Shorthorn cattle, not just for the eating qualities, but the temperament has also been very important.



“Since the Shorthorns are so quiet, even our daughters come down to the yards to lend a hand.”

Cows are run on an 8 week rotation, moving from paddock to paddock each 2- 3 weeks. Purchased cattle are also exclusively Shorthorns, with Philip using AuctionsPlus to source stock.

“We pay a bit more for the Shorthorns, there is more competition for them now, but we get the results.”

Despite this though, not just any type of Shorthorn will do.

“We need moderate cattle that yield and finish well. They need to have enough fat and yield at that younger age or they just won’t work for our needs.”

The Ryder family source their bulls from Futurity Shorthorns, Baradine, NSW and Philip is very quick to point out that the relationship with the Catts family is a very strong one.

“The Futurity bulls really suit what we need.

The temperament has been excellent and the amount of time and money they invest in their Breedplan system is outstanding. We just know that the job is going to be right when we buy bulls there.” Philip said.

The Ryder family cattle are getting noticed locally too. Philip says that their lease block is open to the road and people are really commenting on the Shorthorns that they run. “There are a few locals now trying the breed too. They are chasing that marbling, fleshing and temperament.” But it is in the butcher shop that the breed gets most recognition.

“We tell them all that the beef is Shorthorn. I just love the Shorthorns.”

So much so that their middle daughter, Rebecca, has started her own Shorthorn stud, Cloverdale Shorthorns, as a Shorthorn youth member.

What is clear when talking to Philip, is that their success is not because of Shorthorns. The business philosophy that drives the family, the desire to put the customer first; is the key ingredient that is building a very loyal following of customers to the butcher shop. However, it is that same philosophy that has seen the Ryder family choose Shorthorns over all other breeds to deliver the consistent eating qualities that their customers demand.

***“You have to go for the market. Giving people what they want is what keeps the doors open. Shorthorns have ticked every one of the boxes so far.”***



# TASMANIA TAKES THE INITIATIVE

## Tasmanian Market Trial

Tasmania's cattle markets have been dominated by Angus cattle in recent years, mostly due to the one registered feedlot in Tasmania only sourcing Angus cattle for their Japanese customers.

Tasmanian Shorthorn Beef branch members sought advice from Graham Winnell, Shorthorn Beef General Manager, during his visit to the state in January on ideas to promote Shorthorn cattle into such a black dominated market.

A visit with Graeme Petty, Greenhams Tasmania, Graham Winnell and Reg Woodiwiss provided an opportunity for the Shorthorn breed to demonstrate the breeds ability to complement the Angus based herds in the predominately grass fed market.

For Graeme Petty, the Shorthorn breed offers advantages. Particularly in the premium grass fed markets of Tasmania, where balancing growth with finishing ability and carcass quality are critical for brands working to target the premium eating quality markets.

*Graeme said that "Shorthorns are one of our preferred breeds for their growth, finishing ability and excellent carcass quality, including their marbling."*

A decision was made to introduce leading Shorthorn sires into Angus herds, with the aim to measure weight for age as well as any improvements in carcass weight, carcass quality and maternal efficiency.

To assist with this, the Tasmanian branch called on ABS Australia Beef Product Manager, Bill Cornell. Leading ABS Angus sires were matched with leading Shorthorn sires on a percentile basis, to provide a more accurate assessment for comparison. ABS Australia offered the Angus semen at discounted rates whilst Shorthorn Beef breeders provided semen at either little or no cost, making the trial most attractive to participating Angus herds. The support of ABS Australia and the Shorthorn studs has been tremendous.

# Bundaleer Shorthorns

Est 1944

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Cattle in any  
marketplace'**

**Top draft Bulls reserved for  
Naracoorte & Dubbo 2018**

**Stud Bulls & Females available  
for sale. Enquiries welcome.**



**Bundaleer Lieutenant L42, sold to GM Butler & Sons Naracoorte 2017**

**Tom 0427 452 107   Matt 0427 626 120  
mtashby1@bigpond.com**



The spring mating season in Tasmania has seen the Tasmanian Branch coordinate a sire trial with 360 Angus Cows and heifers artificially inseminated to leading ABS Australia Angus sires and Shorthorn sires.

From here

producers were sought with Angus herds that would be willing to AI to Shorthorn & Angus bulls that were matched up on similar traits, to get some information on how the Shorthorn x calves perform against the straight black calves here in Tasmania. Pilkington Pastoral at Redpa in the states far North West joined in



a Fixed Time AI Program 200 Angus & Angus cross heifers, with 100 heifers joined to Shorthorn sires, Sprys Primrose Buddy J17 and Yamburgan Hector J423, and the remaining 100 heifers joined to Landfall Leonardo L24. Pilkington Pastoral had joined a small sample of Angus heifers to ABS Australia Shorthorn sire Futurity Kokoda K128 in 2016 with good results. Nathan & Kate Aylett at Parkham in the states North also joined 42 cows in a Fixed Time AI

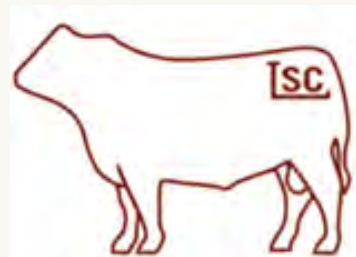


Program to Shorthorn sires, Southcote Hero H1 and Yamburgan Zeus H140. They will be backed up with an Angus bull with allowances for data for age variations to be made.

Humberston McKenzie at Fingal Valley on the states East Coast has joined 120 Angus Cows in a Fixed Time AI Program, with 30 Cows each joined to Southcote Hero H1 and Yamburgan Zeus H140 and Angus Bulls Millah Murrah Klooney K42 and Rennylea Edmund E11.

The Tasmanian branch look forward to the results, with calves due August/ September 2018. This was a first time conducting an AI Program for Aylett's and McKenzie and it is hoped that they see the great benefits of introducing top quality genetics into their herds through these programs. All 3 participants have indicated that they would be keen to retain the Shorthorn cross females in their herds as future breeders.

The trial is an important one for the Shorthorn breed as it will provide a genuine analysis of the complementarity and hybrid vigour component of Shorthorn and Angus genetics. It is planned that the resulting steer progeny will be processed through Greenhams grass fed Cape Grim brand.



In total 200 Angus females were artificially inseminated to leading Shorthorn sires. A further 160 Angus females were artificially inseminated to leading Angus sires.



#### **Pilkington Pastoral**

100 Heifers AI - Yamburgan Hector J423  
100 Heifers AI - Landfall Leonardo L24

#### **N & K Aylett**

20 Angus Cows AI - Southcote Hero H1  
20 Angus Cows AI - Yamburgan Zeus H140

#### **H. McKenzie**

30 Angus Cows AI- Southcote Hero H1  
30 Angus Cows AI- Yamburgan Zeus H140  
30 Angus Cows AI - Rennylea Edmund E11  
30 Angus Cows AI- Millah Murrah Klooney K42



[www.eloora.com](http://www.eloora.com)

Cavendish, Vic



### CONTACT

Dion Brook 0400 553 876

Ray Brook 0488 741 261

**100%  
OF 2018  
SALE BULLS  
HAVE TRAITS  
IN TOP 10% OF  
BREEDPLAN**



### **\$17,000 TOP AND \$9166 AVERAGE AT 2017 NARACOORTE**

Eloora offered 6 outstanding sires at the annual Naracoorte Shorthorn Bull Sale and for the third year in a row topped the stud averages at an impressive \$9166. Top priced bull Eloora Fortress L19 was purchased by Andy Withers of Belmore Shorthorns at Naracoorte for \$17,000. Thank you to all purchasers and under bidders of all sale genetics in 2017.



**SBEM09**

**Eloora Goldsmith M09**  
**Sire Eloora Designer J06**



**SBEM50**

**Eloora Graceland M50**  
**Sire Eloora Baker G31**



**SBEM54**

**Eloora General Lee M54**  
**Sire Eloora Baker G31**



# BEEF WEEK FIELD DAY THURSDAY 1ST FEBRUARY

## MOUNT GAMBIER JUNE 2017 STORE MARKET

David & Caroline Fenton, Karabeal Vic, sold 120 EU accredited Eloora blood Shorthorn/Angus steers, 11-13 months old to average \$1431. 89 of the steers went to Thomas Foods International, including the top draft av 423kgs at \$1600 (\$3.78/kg).



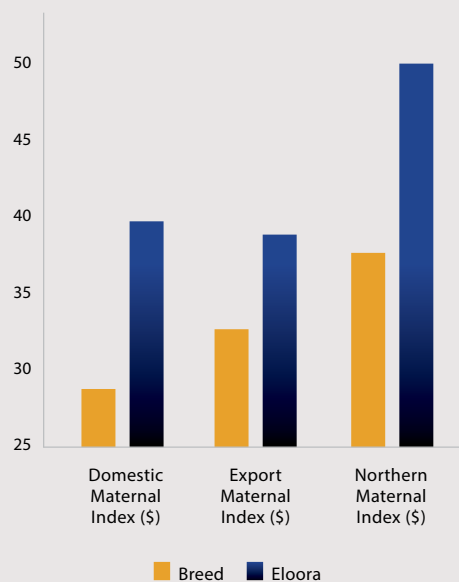
**ELOORA FIVE STAR L74**

**SEMEN  
FOR  
SALE**

Retained in stud this year L74 is an exciting package of low birth weight, above average growth and very strong carcass traits all combined on a super sound structure. L74 is sired by Eloora Daytona J09, who sired the highest scoring shorthorn steer and member of the winning Borthwick Trophy team at Royal Melbourne Show in 2016. First progeny on display at beef week field day.

## 2018 SALE BULLS EBVs

Breed Index Av



**SBEM74**

**Eloora Grandeur M74**  
Sire Eloora Down Under M74



**ELOM08**

**Eloora Gibbo M08**  
Sire Eloora Executive K12



**ELOM24**

**Eloora Geelong M24**  
Sire Eloora Baker G31

# A YEAR IN THE LIFE OF A BRAND

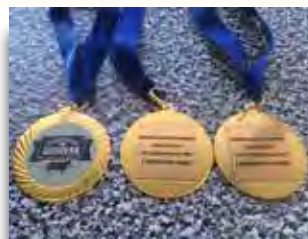
## MORE MEDALS FOR THOUSAND GUINEAS



Thousand Guineas was awarded a Silver Medal at the Sydney Royal Fine Food Awards scoring 80.67 points. A Bronze Medal at the Royal Queensland Food & Wine Show scoring 80.3 points.



Thousand Guineas also won a Bronze Medal at the RASV Australian Food Awards.



Thousand Guineas medals were presented for the champions from the Bucking Bull promotion at the Jubilee Hotel during EKKA.

Thousand Guineas pulled brisket burgers were all the rage at Brisbanes Jubilee Hotel during the EKKA celebrations.



## CONSUMER TASTE TESTING



"Consumer satisfaction is what we are all about" said JBS Australia Business Development Manager, Denis Conroy, after 170 consumerS participated in a blind taste testing event at Brisbanes Regatta Hotel. Thousand Guineas was awarded the best brand.



Thousand Guineas Tenderloins were on the menu when the RNA Future Direction Committee held their annual ball.

At the SA Hotels Excellence Awards function, the highlight of the menu was the Thousand Guineas Fillet.



Executive Chef at Brisbanes Norman Hotel, Frank Correnti, was all smiles when Shorthorns went back to back in the annual "You Be The Judge" consumer based judging competition. Shorthorns beat out three other breeds to take the title for the second year in a row.



Thousand Guineas at the RNA Steakhouse Restaurant for EKKA.

The JBS Thousand Guineas truck made a quick stop in Narrabri, NSW.



Thousand Guineas and ABS Australia made for a great night at Table 48 Ballarat.

## WHERE IT ALL BEGAN



A painting of the Comet 155 bull who broke all the records in 1810 selling for the world record price of 1,000 Guineas

Meat & Wine Co will make their debut in Perth in 2018.





## THOUSAND GUINEAS IN JAPAN 短角牛 (TANKAKUGYU)



Thousand Guineas was featured in trendy Japanese monthly magazine Safari as well as some of Japan's fine dining establishments.



## THOUSAND GUINEAS IN SINGAPORE



Thousand Guineas product on offer through The Butcher Shop and Xclusive Foods in Singapore, including the dry aged Rib Eye.



Denis Conroy, JBS Australia and SA Branch Directors enjoying another outstanding evening at the Pink Pig Restaurant, North Adelaide.

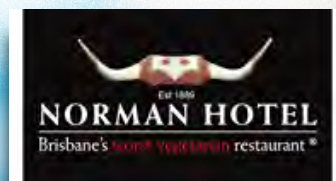
Thousand Guineas OP Rib Eye was a feature on the menu at the Mount Isa Hotel, QLD.



Shorthorn Beef Markets Director Chris Thompson at the Original Coopers Ale House Earl of Aberdeen, Adelaide.



## A SAMPLE OF RESTAURANTS SERVING THOUSAND GUINEAS BEEF





# SHORTHORN YOUTH EXPO 2017

The 31st Shorthorn Youth Heifer Expo was held at Tamworth with 81 competitors making the journey. We were happy to welcome competitors from as far as Tasmania, Toowoomba and New Zealand.

With the help of our sponsors, particularly Kamilaroi Shorthorns, the show kicked off on the Saturday with educational seminars. The SYCA would like to thank our educators: Steve Carter, Bron Neilsen, Krystelle Ridley, Jonathon Tink, Roger Evans, Jason Catts and Graham Winnell. The seminars spanned a variety of topics, including cattle management, breeding decisions and Estimated Breeding Values (EBVs), show preparation, retail beef cuts and public speaking.



Following the seminars, Roger Evans judged the performance class. This event required competitors to enrol for an additional class, which judged animals on a combination of EBVs and phenotype targeted at particular market endpoints.

## **PERFORMANCE CLASS,**

Sponsored by The Grove Shorthorns

**Grand:** Futurity Hectors Enia M182,

Exhibited by Lane Evans

**Res:** Futurity Hectors Ruby M113,

Exhibited by Jessica Catts

The following morning Junior Judging commenced with over judge Chris Knox.

Competitors of all ages judged up to three classes of heifers, where their judgement of each animal was compared to Mr Knox.

Those with similar placements were provided the opportunity to speak on a class of heifers, where their comments were assessed on accuracy, presentation and speaking ability.



## **JUNIOR JUDGING COMPETITION**

**Pee Wee** Ch: Paige Hatton  
Res: Michael Walker

**Junior** Ch: Jack Whitty  
Res: Josh Evans

**Intermediate** Ch: Miranda Eyb  
Res: Jim White

**Senior** Ch: Lane Evans  
Res: Sarah Rayner



**Grand Champion Overall, and winner of the David Jerry Memorial:**  
Chelsea Rayner



Following the Judging competition, the animal classes were judged by Mr Ash Morris. With a strong line of cattle presented, the SYCA was very proud to see breeders continuing to support one of the most competitive Shorthorn competitions. The committee thank the breeders who made the investment to attend the 2017 Expo.



The SYCA continue to encourage their youth members to invest in the breed through the Clargo Bred and Owned Class. This event is one of the most prestigious, providing young breeders the opportunity to showcase heifers registered under their prefix.

**Clargo Bred and Owned**, sponsored by Mrs Shirley Ridley and the Late Mr Bruce Ridley

Grand: MCL Miss Annie Lennox,  
Owned by Kate Johnston

Res: The Trap Minnie B,  
Owned by Miranda Eyb

The SYCA AGM was held, where reports from the outgoing committee were provided and a new committee elected.

That night we had our annual dinner, held at South Tamworth Bowling Club. This event is a great opportunity for competitors and visitors alike to network.



## HEIFER JUDGING

### Junior Heifer

Grand: Kamilaroi Ella M25,  
Exhibited by Liesel Cooper

Res: Futurity Sherlock's Ruby M97,  
Exhibited by Cody Evans

### Intermediate Heifer

Grand: Spry's Free Spirit Juliet M57,  
Exhibited by Charlotte Cooper

Res: Nero RR Moina M162,  
Exhibited by Lara Dejong

### Senior Heifer

Grand: Kilkee 1M Enia M06,  
Exhibited by Alex Townsend

Res: Spry's Minnie Mia M4,  
Exhibited by Lachlan Spry

**Grand Champion Heifer**,  
sponsored by Kamilaroi Shorthorns  
Grand: Spry's Free Spirit Juliet M57,  
Exhibited by Charlotte Cooper

The dinner also plays a vital part in announcing the President's Award, presented to a member of the community who goes above and beyond to assist the SYCA. In 2017, this award was presented to Naomi Evans.

The dinner also provides a great opportunity to raise funds for the SYCA, this year raising \$6000.

# SHORTHORN YOUTH EXPO 2017

Sunday morning hosted the Paraders competition, judged by Anne Starr. A sunny morning soon turned wet, moving from the grassed ring to the sand area. Congratulations to the following competitors:

## PARDERS COMPETITION

**Pee Wee**, sponsored by Gavin and Cousins  
Grand: Annabelle Tink  
Res: Brook Doolan

**Junior**, sponsored by Trojon Shorthorns  
Grand: Logan Evans  
Res: Josh Evans

**Intermediate**, sponsored by Futurity Shorthorns  
Grand: Jessica Catts  
Res: Leiesel Cooper

**Senior**, sponsored by Dunbeacon Shorthorns  
Grand: Alex Watt  
Res: Ben Wieland



**Grand Parader**, Sponsored by NSW Shorthorn Ladies Committee  
Winner : Jessica Catts

## HERDSMAN COMPETITION

<b>Pee Wee</b>	Grand: Michael Walker Res: Tom Whitty
<b>Junior</b>	Grand: Charlotte Cooper Res: Hannah Walker
<b>Intermediate</b>	Grand: Miranda Eyb Res: Jim White
<b>Senior</b>	Grand: Lauren Amor Res: Ben Wieland

**Grand Herdsman**, sponsored by  
The O'Keefe Family  
Winner : Lane Evans



The SYCA would like to congratulate the following recipients of the 2017 special awards and scholarships;

**Landmark Most Potential Breeder:** Ben Wieland

**Scott Ridley Memorial SA Junior Heifer Show Scholarship:** Chelsea Rayner

**NSW Shorthorn Ladies Youth Scholarship:** Cara Doggett, Rebecca White, Sarah Rayner

**All States Agricultural Service AI Training Course Scholarship:** Robert Neil

**SYCA Education Scholarship:** Chelsea Rayner

**Champion School:** Calrossy Anglican School

**Best Presented Animal:** Sarah Manwarring

The event concluded with drawing the winner of the donated stud female from Kamilaroi Shorthorns – congratulations Evie O'Connor!

Without all the hard work and dedicated SYCA committee, this show wouldn't have been able to run. The Shorthorn Youth Club of Australia, and the Expo competitors thank everyone for the contributions they have made to the show. We also would like to thank Amanda Carter and her wonderful helpers for making us all the meals over the weekend and making sure we don't go hungry. The Shorthorn Youth expo would not be possible without the support and generosity of all its sponsors. We would like to again proudly mention our major sponsors, Kamilaroi Shorthorns for the donation of one of their quality females. There is an endless network of supporters including parents, stud breeders and sponsors that have made the 2017 heifer expo show possible, we would like to thank each and everyone one for making our youth event possible and worthwhile for those all involved.







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## At Calrossy, you will have the opportunity to:

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- Work with professional and motivated staff with extensive experience in agri-industry.
- Achieve excellence in Agriculture and related studies.

Longterm HSC results since 2010

- Agriculture: 23% of students achieved Band 6 and 84% achieved Band 5 or above.
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The Calrossy Cattle Team are proudly supported by Furney's Stockfeeds Tamworth.



**Kamilaroi**  
**SHORTHORNS**



Calrossy Anglican School Trade Training Centre  
Phone Geoff Nielsen 0427 662 965  
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**Calrossy Cattle Team would like to wish everyone in the Shorthorn family a happy, healthy and prosperous 2018**



A career in banking for Bradley Kellett was possibly never meant to lead to a life in farming, but for the former NAB Senior Business Banking Manager it is a move that has delighted him. After 34 years in banking roles, and then a stint in Finance broking, all whilst living in the popular Melbourne suburb of Toorak, left Bradley feeling it was time for a change.

"It has become so overcrowded, I said to my wife, let's get out of here. So we sold the Toorak property and bought a farm." Bradley said. "Now, I wouldn't change it for all the tea in China."

Not that it didn't have its moments, particularly early on for the couple, trying to find their feet in a completely different business. With no experience running beef cattle, Bradley had to learn quickly.

"I attended a BeefCheque course and I learnt when to feed hay. Before the course I didn't really know when to supplementary feed."

The Kellett couple started out with 100 acres at Terip Terip, east of Seymour in southern Victoria, where they originally backgrounded steers. Another 160 acres became available next door which the family purchased, followed by another 160 shortly after.

Now in total, the family run 700 acres of the prime grazing country spread between freehold and lease country.

With a rise in the cost of buying in steers for backgrounding, the family made the switch to breeding cows and originally invested in Angus cows with Shorthorn cross calves at foot and redepastured to the Shorthorn bulls.

"The agents told us to go to Angus, go to Angus, because they said we would get a better price in the market, but it didn't suit me. **Angus are the known, but I wanted go to the unknown. That's where the best part of life is.** I asked around and spoke to people about the Shorthorn breed. They told us the calving ease of Shorthorns was excellent and the temperament was ideal."

After 7 years, the Kellett couple have settled on a production model that Bradley believes is working exceptionally well for them. Angus cows are joined to Shorthorn bulls, with the progeny sold directly off farm; one third heading to the Prime City feedlot and two thirds directly into either JBS Australia's grass fed Great Southern program or into Coles for the domestic market.

F1 progeny are turned off grass at 13-15 months with their lead steers last year sold into Great Southern and averaging a staggering 542.6 kgs. A month later the second group were sent to Coles weighing between 450 – 520 kgs.

"The Shorthorn Angus calves bring the same c/kg rate into these markets as the straight bred calves and we get the benefit of the extra 10% hybrid vigour. The first cross calves have had phenomenal performance. We're happy to stick with what works."

Weight for age isn't the only benefit from the Shorthorn Angus cross, with temperament also a key benefit of the program. Whilst establishing themselves on their farm, Bradley worked off farm locally to support their cash flow and has

## GLENLYON SHORTHORNS CELEBRATE 60 YEARS OF SHORTHORN BREEDING

The Glenlyon Shorthorn stud in 2018 is celebrating 60 years of breeding and stud principal, Alex Rowan and his wife Marion, have certainly seen plenty over that time.

"I started showing Shorthorns in Melbourne in 1958. There was always an outstanding line up of Shorthorn cattle in Melbourne."

The Glenlyon stud showed at Melbourne for 31 years and Alex can remember when the first Santa Gertrudis cattle were shown there.

"It was amazing. In those days we sold the white Shorthorns as foundation animals for the Charolais breed and red Shorthorns as foundation animals for the Santa's."

Whilst the stud no longer shows at the Royal Show, Alex says he learnt a lot in his early years.

"There were some wonderful people at the Royal Melbourne Show, some great old Scotsmen. It used to cost a bottle of scotch to get the information out of them, but it was always worth it. The Shorthorn breeders all helped each other out, it was fantastic."

One of the biggest changes Alex has seen in his time is that the bullock days are now largely gone. "We breed a middle of the road type; soft and easy fleshing with early weight gain to turn them off before the cold winters close in. Our Shorthorns are giving us the right maturity at a younger age and we get the weight gain as well as the high marbling component." For Alex, the marbling component is critical to the breeds success, with recognition through brands like Thousand Guineas and increased consumer satisfaction.

"I've been to the Meat & Wine Co restaurants in Melbourne four times since they started serving Thousand Guineas Shorthorn beef there and I've spoken to the chefs. They tell me the Thousand Guineas product is outselling the rest of the beef on the menu for them. Marbling is just so important to the Shorthorn breed, it helps cook the beef for them. We are in the business of making beef, not hats. We have to give them the product they need."



handled several different breeds in that time. For the Kellett family, the Shorthorn temperament has been ideal.

"There are just the two of us here, we wanted an animal that would be easy to handle. The Shorthorn cross rarely kick and they don't stir up. It has been 7 years now and we have never had a drama, they have been a pleasure to work with."

Beyond the weight gain and temperament advantages, fertility has also been an outstanding feature, with only one older cow empty from the last two years joinings across both their heifers and cows.

Shorthorn bulls are purchased from Alex Rowans Glenlyon Shorthorn stud locally.

"We find the bulls very user friendly, it could be the way that Alex raises them but they are very easy to handle. Our white bull last year had over 80% of his calves drop in the first 3 weeks of joining."

The Kellett couple retain purchased bulls for 3 years before moving them on to ensure that their sires are sound and fit to maximise joining.

"The last bull I sold returned \$1,900 in the yards. When you spread the difference across the 3 years we had him, it works out very cost effective."

Bradley admits that starting out with limited experience was a quite frightening concept at the

start, but the family has had plenty of support from locals.

"Alex and Marion are just a fantastic couple; it's been great to have them to refer to. Alex has been tremendous support for us."

Despite coming to the beef industry from a banking background, Bradley's life experience lends itself to a unique perspective on both the industry and the way of life.

For the beef industry, Bradley says the future looks healthy with population expansion locally and growing export potential but the industry needs to be mindful of producing the right product for the markets as well as trying to put back into the land what is taken out of it. Education is also important, learning about the whole supply chain, not just one piece of it.

"A lot of thought goes into what the processors purchase and what they produce."

As for the lifestyle, Bradley has something to teach. He says that the rural lifestyle is not one that rural communities should take for granted.

"Country living offers so many opportunities. I sometimes see people work their stock like it is a chore, they aren't enjoying it enough. It is such an enjoyable lifestyle to spend time working with animals and building the farm. For us it has been an interesting experience. It has been great."

# Marrington

## SHORTHORNS

est 1967

VISITORS WELCOME  
Bulls for Sale  
Privately  
Dubbo National  
Tamworth Spring Fling



EMA 131cms at 20 months

MARRINGTON MONEY MAKER M12  
by Sprys Double Barrell

Supreme Champion Exhibit, Peak Hill Show 2017



MARRINGTON MADE IN OZ M2  
by Marrington Hogs Breath H21

Supreme Champion Exhibit, Narramine Show 2017

The penultimate steer judging competition in Victoria, has occurred at the Melbourne Royal since 1953. Known as the Borthwick Trophy, it is presented to the best group of 3 purebred steers each year at the Royal Show. The trophy is awarded to the highest point scoring team after the combined scores from the live judging and carcass assessment have been tallied.

Over the last 20 years, no less than 8 breeds have claimed the crown in this prestigious award, such is the competitive nature of the event. Despite this competitiveness though, over that time, the Shorthorn breed has been fortunate to have taken the honour a total of 6 times, more than any other breed.

For the 3 school based Shorthorn exhibitors in this year's competition; Finley High School, Longerenong College and Yanco

Agricultural High School, competing in the Borthwick therefore carried a certain weight of tradition. However, it is a tradition that all 3 were certainly able to meet, as their Shorthorn entries went on to be awarded the Borthwick Trophy for 2017.

The outstanding win saw the Shorthorn breed go back to back after also winning the trophy last year.

The three school entries; a home bred steer from Finley High School, a Marschay bred steer from Longerenong College and a Kingsley Vale bred steer from Yanco Agricultural High School, were given a tough job to win the trophy, after the initial judging on the hoof.

This years judge, Neil Goetsch, from Goetsch and Sons Auctioneers and Realtors, Kalbar, Queensland, awarded the Shorthorn team a total of 62 points from 100, leaving the team 13 points behind the 1st placed Angus team and 10 points behind the 2nd placed Limousin team at the conclusion of live judging.

It was in the carcass assessment that the 3 Shorthorn steers obviously shone through. Despite only 11.09 points separating the 2nd placed team and the last placed team in the carcass assessments, there were 19.71 points separating the 2nd placed team and the 1st placed Shorthorn team, demonstrating the breeds outstanding ability to deliver consistent quality on the hook.

Leading the Shorthorn team in the carcass assessment was the Longerenong College entry, Marschay Shorthorns bred steer who had the highest points carcass in this year's Borthwick judging at 91.13 from 100 points. The steer was sired by Marschay Holmes, who also sired the highest ranked Shorthorn steer in the carcass competition in the 2017 Sydney Royal Show. The entry was also crowned the Champion in the Export Carcass Class, Champion Schools Steer and Champion in the Calf Bonanza.

The second best Shorthorn steer under the carcass assessment was the home bred Finley High School steer. Sired by Finley High School Kai, a son of Sprys Double Barrel H155, a 3-point discount was given for being 4.5 kilograms under the weight range for his

class, which gave Finley High School an eventual 88.36 points out of 100 in the carcass assessment. In total, the Shorthorn team scored a total of 257.68 points from a possible 300 in the carcass assessments. When overall points were tallied, the Shorthorn team finished with 319.68 points ahead of the second placed Angus breed at 306.82 and the Beef Shorthorn team at 305.94. Marschay Shorthorns principal, Scott McKay, said that the two in a row win showed the consistency of the

Shorthorn breed and he pointed to the high MSA Index scores.

"The steer had meat in the right places, where the higher value cuts come from. When DEXA (Objective Carcass Measurement) comes in, that is what we will be paid for." Scott said. "The ability to MSA grade very highly, always puts Shorthorns in the mix in carcass competitions. The quality has been shown, with the JBS Australia Thousand Guineas program winning awards across Australia and seeing demand across high end restaurants."

In last years competition, the winning Shorthorn team was a steer owned and exhibited by Marschay Shorthorns, a steer exhibited by Finley High School and an Eloora Shorthorns bred steer exhibited by Longerenong Agricultural College, with a combined carcass assessment score of 262.57 points.





# SHORTHORN



## YAMBURGAN ZEUS

H140 (P)

29SP0003

**Sire:** Yamburgan Zeus D79 (P)

**Dam:** Broughton Park Harmony F55

Ident	YY H140
Born	22/04/2012
Colour	Red
Horn	Hetro Poll

- Low input, high accuracy genetics bred for Calving ease, Curve bending and Carcass excellence from an outstanding donor dam
- 28 sons sold at auction to a top of \$31,000 and an average of \$12,590

INDEX VALUE	
DMI	\$58
EMI	\$50
NMI	\$63

### DECEMBER 2017 SHORTHORN GROUP BREEDPLAN EBVS

	CE-DIR	CE-DTR	GL	BW	200D	400D	600D	MCW	MILK	SS	DTC	CWT	EMA	RIB	RUMP	RBV	IMF%
EBV	+6.9	-0.1	-5.1	+0.1	+29	+40	+50	+40	+8	+3.1	-10.4	+37	+5.4	+1.1	+1.7	+0.3	+0.7
Acc.	82%	70%	92%	96%	94%	94%	94%	84%	57%	93%	66%	79%	82%	85%	84%	79%	72%

## FUTURITY KOKODA

29SP0002

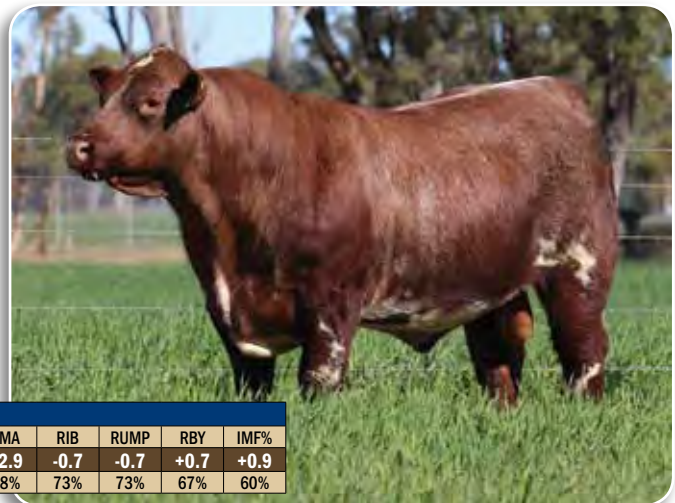
**Sire:** Turanville Chicago Z82 (P)

**Dam:** Futurity Phenomenons Ruby H59 (P)

- Deep, thick, soft and easy fleshing in a moderate package
- \$28,000 high seller in the 2016 Futurity Sale
- Proven Calving ease and Marbling genetics

Ident	JJJK128
Born	02/09/2014
BW	37 kg
24 Mnth Wt	847 kg
SC	38 cm
Colour	Roan
Horn	Hetro Poll

INDEX VALUE	
DMI	\$34
EMI	\$53
NMI	\$50



### DECEMBER 2017 SHORTHORN GROUP BREEDPLAN EBVS

	CE-DIR	CE-DTR	GL	BW	200D	400D	600D	MCW	MILK	SS	DTC	CWT	EMA	RIB	RUMP	RBV	IMF%
EBV	+10.9	+6.9	-2.9	+0.4	+21	+21	+41	+13	+3	+1.4	-0.1	+31	+2.9	-0.7	-0.7	+0.7	+0.9
Acc.	63%	52%	71%	85%	82%	83%	80%	72%	55%	76%	54%	67%	68%	73%	73%	67%	60%

## FUTURITY HONEY BADGER

H135 (P) (AI)

29SP0001

**Sire:** The Grove Taboo E228 (P)

**Dam:** Futurity Chicago's Ruby C67 (P)

- 2016 sale 6 sons averaged \$10,833
- 12 month old full sister sold for \$10,000
- Calving ease and Curve bending genetics
- Progeny reports have been excellent

INDEX VALUE	
DMI	\$41
EMI	\$53
NMI	\$57

Ident	JJH135
Born	26/08/2012
24 Mnth Wt	922 kg
600 Day Actual Scan Data	
Fat	P8 14 mm
	Rump 9 mm
EMA	130 sq. cm
IMF%	6.0%
SC	39 cm
Colour	Red
Horn	Homo Poll



### DECEMBER 2017 SHORTHORN GROUP BREEDPLAN EBVS

	CE-DIR	CE-DTR	GL	BW	200D	400D	600D	MCW	MILK	SS	DTC	CWT	EMA	RIB	RUMP	RBV	IMF%
EBV	+8.5	+7.8	-1.1	+3.1	+29	+44	+66	+52	+3	+0.7	-0.2	+37	+2.3	-2.4	-3.4	+1.7	+0.6
Acc.	68%	55%	88%	94%	91%	93%	91%	81%	57%	91%	62%	75%	78%	81%	81%	75%	68%

### SEMEN PRICE

\$50 per straw for Seedstock herds

\$18 - \$20 Commercial herds\*

\*Commercial producers castrate males  
Prices quoted GST exclusive

**ABS AUSTRALIA**

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Email: [abs.au.info@genusplc.com](mailto:abs.au.info@genusplc.com)



Profit From Genetic Progress

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Heiferland is a business built on a simple principle. It is a principle that is undoubtedly a critical component of profitability within the beef industry, however one that is often overshadowed within the management cycle.

### ***Maximising fertility within the beef herd.***

This simple principle has so much driven Glen and Mandy Ballin's philosophy that it has grown from being an industry ideal and become a thriving business for them.

The secret to their success, seems to lie in their ability to strip away all the facets involved and deliver a system that keeps the process extremely simple.

Glen and Mandy run a full time AI business, inseminating breeders throughout QLD and Northern NSW. They also provide genetic advice and source semen sires to assist clients to improve their profitability through targeted genetic improvement. Maximising the number of females exposed and pregnant to elite sires is the fundamental of their day to day lives and the Heiferland concept has grown from that experience.

Heiferland is a property, situated near Gayndah, QLD, where Glen and Mandy take in clients heifers; owned, purchased or traded. Heifers are programmed and inseminated using their tailored FTAI program.

"Fixed Time AI (FTAI) is working and it has been reliable, but working in QLD has added challenges. We had some issues with some of the off the shelf programs." Glen said, "Now we have altered the program to better suit Bos Indicus females on a commercial basis and we are really getting some excellent results."

The program is simple; clients deliver the heifers to the property. Heifers are programmed to cycle on the first day of the clients joining period, using the Ballins tailored program. Heifers are then artificially inseminated to leading sires. They are then re-programmed to be artificially inseminated again and then exposed to the backup bull, providing the heifers with three opportunities to settle in calf within 45 days.

Heifers are then returned to the breeder having settled in calf in the shortest possible time.

The impact of this program is fertility, Heiferland is ensuring that each female has maximised her chance to remain a fertile and productive breeder within their clients herds.

The first driver for improved fertility and profitability, lies in the selection method. Breeders are encouraged to send all their heifers to Heiferland.

"If you don't have a calf, you don't have anything." Mandy says, "So the first selection criteria has to be fertility."

Because all heifers are given a chance to settle in calf in a short time frame, any females that don't settle in calf quickly are removed from the gene pool first and foremost, meaning that the initial selection criteria for breeders is fertility. "You need to have an indicator of fertility for selection. You get that by joining over a short period and selecting pregnant heifers first. If you toss out heifers without joining them, then you don't have a fertility selection basis for those animals, it's just visual selection." Mandy says. "Fertility is so heritable; it needs to be the first selection point."

Breeders then make their selection for required replacement females from the pregnant group, with surplus females sold as future breeders. "At least you know you are selecting a heifer that will click into calf." Glen says. "As an industry we are hung up on visual appraisal, we need to consider other appraisal methods to increase returns."

Clients are further encouraged to leave the bull in for no more than 2 months after their first calving, helping to keep the breeders in a tight calving pattern for lifetime.

Tightening the subsequent calving period has a big influence.

"A cow only has 83 days to conceive after calving to ensure that she has a calf every year." Glen says. "And with Bos Indicus females that can sometimes be a challenge. If she misses a pregnancy on a cycle, the resulting





weaner can be 20 kilograms lighter at the same weaning time. That's a lot of weight gain to miss."

With breeders calving over a tight time frame, the opportunity to settle in calf again in a 365 interval is dramatically improved.

"I'm really sold on the benefits of FTAI to fix the fertility problem. We have seen herds start to turn fertility around in 3 years of using Heiferland services." Glen says.

The proof is in the resulting performance of these females. 2nd generation heifers; the resulting progeny from the first generations joining show a big jump in fertility, largely due to selection pressure.

"In pure Grey Brahman heifers, we have seen returns after AI in the first generation of 35% to 40%. In the second generation it has been 17% this year. But I'm sure that there is still room to improve." Glen said. "It is also making the fertility more resilient and less impacted by environment."

Selection pressure for fertility is only one element however, with AI also allowing breeders to be exposed to elite sires. The ability to influence genetics further through leading sires maximises the opportunities with FTAI and complements the selection efforts.

"Visual appeal has driven the bull market. AI allows breeders to access proven, high value bulls." Glen said. "We work with clients to select better genetics. Some clients might purchase a top bull and then spread the cost through AI by using him over a large number of females. Other clients will select more semen sires and

then target the matings specifically to each heifer, looking to correct traits as they go."

Many of Heiferlands clients are commercial breeders looking to capitalise on the opportunity to improve their genetic base and profitability and the combination of increased selection pressure and leading genetics is certainly paying dividends.

Glen and Mandy say that Bill Cornell from ABS Australia was a big help to them in the early days.

"Bill has been a ripper. He gave us a lot of good points. We can't thank him enough."

One of the ABS Australia sires that Heiferlands clients have selected has been ABS Shorthorn sire Futurity Honey Badger H135.

"We find that Honey Badger is a good choice for Drought Master or Santa Gertrudis heifers, he keeps a bit of colour in them and gives clients something different. We have had up to 80% conception rates with the semen, we are really pleased with how the bull performs."

Glen says that given the high cost of bulls in the industry, breeders are looking more and more at FTAI as a really affordable option.

"AI is very cost effective for commercial producers now. With the added benefits of improved fertility, targeted genetics and tightened calving, producers can spread the cost across the whole cow herd."

Heiferland is demonstrating the value of ensuring that heifers are setup correctly for lifetime fertility. Whilst the concept may be quite simple, the results are speaking for themselves. As one happy Heiferland client says, **"We would recommend Heiferland to any cattle breeders that want to improve their herd."**

# MEET AMY PERFERMENT

## Shorthorn Youth Coordinator

In 2018, Shorthorn Youth have welcomed Amy Perferment as the Shorthorn Youth Coordinator. Amy brings a wealth of experience to the role and has kindly agreed to donate her time to assist with the further growth and development of this important initiative.

Amy's family has been associated with Shorthorns for at least four generations. It was in the early 1970's that her Grandparents, Jim and Gladys Perferment together with her parents, Jim and Lyn established the 'Park Lane' Shorthorn stud at Piallaway (Tamworth). As a child, Amy and her brother Sam were always around the cattle. If not in the yards, they were checking them in the paddock or at a show, exhibiting with their parents. Amy's first heifer show was the 2nd NSW Shorthorn Junior Heifer Show held in Dubbo in 1988. Not long after that first heifer show, Amy and Sam decided to initiate their own stud. Their first stud cow was purchased from Yamburgan Shorthorns in 1989, which signaled the start of 'Tagundi Shorthorns'.

'Park Lane' Shorthorns was dispersed to Spry's Shorthorns in the late 1990's and the years preceding this were not as Shorthorn focused for Amy. Although still a member of the Shorthorn Society and keeping a small herd of Tagundi stud cows, Amy's focus shifted to her finance broking business in Gunnedah. Along with her business came marriage and children and in their paddock were always still Shorthorn cows!

Today Amy, her husband Scott Cooper and their children Charlotte (11) and Sidney (8) run commercial Shorthorn cows on their properties at Curlewis and Piallaway.

The children purchased their first stud heifer from Gerald and Lynden Spry in 2016 and they decided to reinstate the 'Park Lane' prefix.



The children have both attended the Shorthorn Youth Expo in recent years.

Scott is a Livestock and property Agent with Landmark in Gunnedah and since selling her finance broking business in 2012, Amy now spends her time running around after the children and managing the finance and bookwork for the farm. She has some bookkeeping clients and dabbles in a few event management projects. The experience of running the Stud, Farm and her own business for 12 years has given Amy a diverse range of business, marketing and event management skills.

The Shorthorn Youth Club of Australia would like to thank Amy and wish her all the best in her new role.

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# BRED WELL FED WELL DELIVERS BENEFITS

## Delivering practical outcomes.

The inaugural Bred Well Fed Well workshop for the Australian Beef industry was held at Futurity Shorthorns, with a strong gathering of local breeders in attendance at the 2017 workshop.

For the Shorthorn breed, the Bred Well Fed Well workshops were not entirely new, with an initial trial workshop having been run at Sprys Shorthorns, Wagga Wagga in April 2016, where over 50 attendees were amongst the first to experience the format. A similar format, though not a Bred Well Fed Well workshop, was also run at Eloora Shorthorns, Cavendish with tremendous reports from those who attended.

The Bred Well Fed Well course has been built for the beef industry, however it has been based on the successful format which has delivered long standing productivity gains across the sheep industry.

The workshop at Futurity was delivered by Dr Jason Trompf and Rob Ingliss, Elders Production Services on behalf of MLA and delivered a combination of theoretical and practical skills, with the workshop containing 2 key components. These are the Bred Well component and the Fed Well component.

As part of the Bred Well component, presented by Dr Trompf, producers were given a sound understanding of key strategies to assist them to improve rates of genetic gain on farm including the use of visual and Breedplan applications for sire selection. Understanding MSA Indexes and the key drivers to improve their enterprises Index scores through genetic management were also part of the event. Understanding heritability of traits and heifer retention strategies provided participants with clearer targets for in herd production.

The culmination of the Bred Well component

requires breeders to develop their own written breeding objective, suited to their specific requirements.

During the Fed Well component, Rob Ingliss explains the importance of condition scoring breeding females and of ensuring that heifers achieve critical mating weight, to improve fertility in their herds, reduce dystocia and achieve tighter calving patterns. The impact that these outcomes have on productivity and profitability were highlighted clearly and gave producers an opportunity to reassess their outcomes with clearly obtainable goals.

The workshops are of tremendous importance to the Australian Beef industry. Whilst delivering critical outcomes for eating quality and carcass based performance are highly important to the overall industry, producers need to maximise their production and profit potential in order to ensure individual competitiveness. Understanding the key drivers within their breeding herds, clearly defining the necessary targets and having the tools and knowledge to achieve them, is of tremendous benefit to beef producers.

Whilst the workshops are in-depth and challenging, attendees felt that the workshop delivered practical skills and learning that will have an impact on their enterprises. The subjects covered are extensive and not every producer will feel that all details apply to them, there was something for all producers in the topics delivered. Understanding key drivers for genetic gain and carcass quality, along with the opportunity to maximise fertility and genetic improvement outcomes in the breeding herd, through improved nutritional and genetic management, provides producers with a very strong basis for production in their breeding enterprise.

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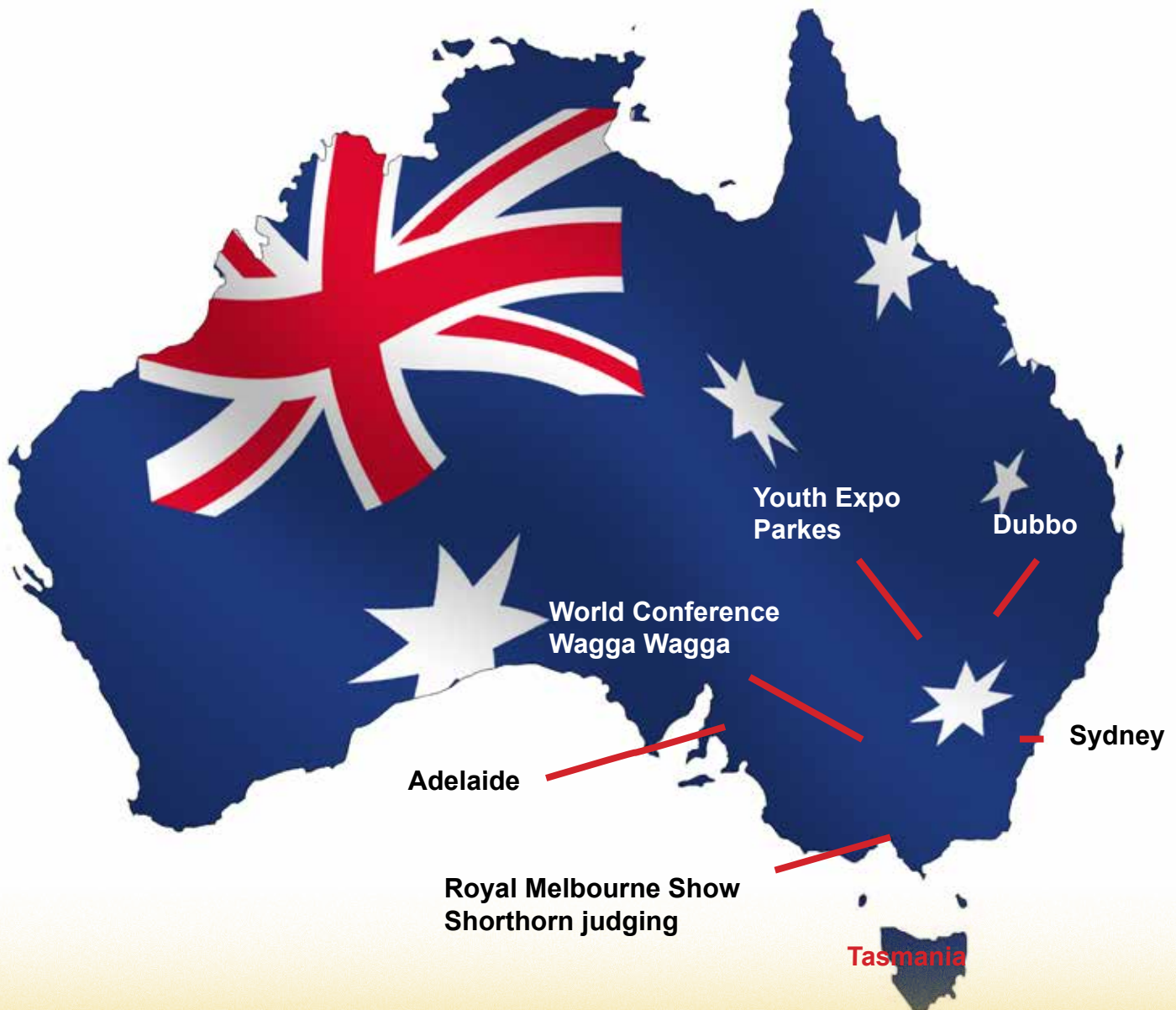
Brett & Laura Ridley

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# 2019 SHORTHORN WORLD CONFERENCE AUSTRALIA

The draft outline of the Conference and Tour has now been settled by the Organising Committee. Detailed arrangements are still to be made with individual breeders etc. However in the interest of assisting overseas visitors and their diaries it has been decided to release the dates and the areas proposed to be visited



The Committee has decided that the Tour will commence in Adelaide, South Australia on about 24 September 2019 and ends in Sydney, New South Wales, about 11 October 2019. The tour will comprise about 70% stud/commercial herd visits and 30% tourist and or free time. It will include the Royal Melbourne Show Shorthorn judging, the World Conference in Wagga Wagga, Youth Expo in Parkes, Dubbo and then on to Sydney.

Following the arrival in Sydney there will be a four day post conference tour to Tasmania combining both herd visits and some of the most popular tour destinations in that State renowned for its clean and green credentials.

As there has been some international interest shown in other places such as “The Outback”, Central Australia and the Great Barrier Reef, a short preconference tour will be arranged as another option.



..... 2019 SHORTHORN WORLD CONFERENCE LOGO .....



AUSTRALIA 2019

SHORTHORN WORLD CONFERENCE

Genetic Gain is one of the hottest topics in the Australian Beef industry currently, with large scale industry investment proposed to underpin an increase in the industries overall rate of gain. The newly formed National Livestock Genetics Consortium, which oversees investment into genetic research has a stated aim of “doubling the rate of improvement in industry genetic value by 2022.” DEXA (Dual Energy X-Ray Absorptiometry) is just one of the proposed new technologies for Objective Carcass Measurement and there is certainly tremendous investment occurring in genomic systems. Value Based Payments are seen as the industries tools, proposed to incentivise the drive towards increased genetic improvement.

Genetic evaluation has long been one of the key tools for delivering improved genetic gain outcomes for the beef industry. The introduction of genomic technologies is helping to fast track these outcomes further. These technologies have largely been seen as the responsibility of seedstock herds, with commercial producers influencing their herds outcomes through the use of EBV's in their sire selection criteria.

The key to unlocking further genetic improvement for the Australian Beef industry is through greater collaboration. Whilst the seedstock industry has largely underpinned the necessary data flow to fuel genetic evaluation, there are many commercial producers who are looking for opportunities to participate, with the basic philosophy that ***“if you don't measure it, you can't manage it.”*** Providing opportunities for progressive commercial cattleman, feedlot operators and processors to participate, is now critical to unlocking further genetic improvement.

For most commercial breeders, the cost of participation and the perceived difficulties of data recording have often been seen as a key deterrent. Within the Shorthorn breed however, these issues can be overcome through the Shorthorn Commercial Registry. The SCR is designed especially for commercial herds, who wish to participate in genetic evaluation but are not looking to sell registered bulls. The SCR offers all the advantages of full Herdbook registration at a much lower cost and records only steers and heifers. For commercial producers, there are 2 key benefits for participation in the SCR.

### Heifer Selection.

Selecting replacement heifers is a critical step that breeders take each year and for most commercial

producers, this process is largely visual. Collecting performance data such as birth date, sire identification and weights can also add to the information available when heifers are selected. Unfortunately though, because of the age of the heifers at selection, it is often difficult to collect sufficient data across many lifetime traits and there is no correction for environmental influences. Genetic evaluation is designed to remove the environmental factors and report on only genetic components, making heifer selection for lifetime production traits much more accurate.

### Seedstock Collaboration

Collaborating with a seedstock provider has mutual benefits. Seedstock providers value collaboration and they understand the benefits of increased data collection, especially carcass and maternal traits. In return for this collaboration, many seedstock providers are happy to provide access to their leading genetics such as AI sires as well as assistance in sire selection. This level of collaboration is often very valuable for both parties, particularly where heifers from leading AI sires are retained.

***Data Collection doesn't have to be difficult and isn't as complicated as it seems. Understanding Management Groups is the most important step.***

### Understanding Management Groups.

Shorthorn BREEDPLAN analyses cattle in contemporary groups to take out the influence of as many of the non-genetic effects as possible (eg. feeding, years, seasons). The underlying principle is that only animals that have had an equal opportunity to perform are directly compared together within each contemporary group. There are two different forms of breeder defined management groups.

### Breeder Defined Management Groups.

- a) the ***“Birth Management Group”*** allows breeders to describe different treatments of the cows prior to the birth of the calf. For example, where one group of cows have had different feed availability that may affect the birth weight and/or calving ease and/or gestation length when the calf is born.
- b) the ***“Post Birth Management Group”*** allows breeders to identify animals that have received different treatment or management following birth that has influenced their performance. This treatment may be deliberate (eg. when some of your young animals receive supplementary feeding and others do not) or accidental (eg if a calf is sick).



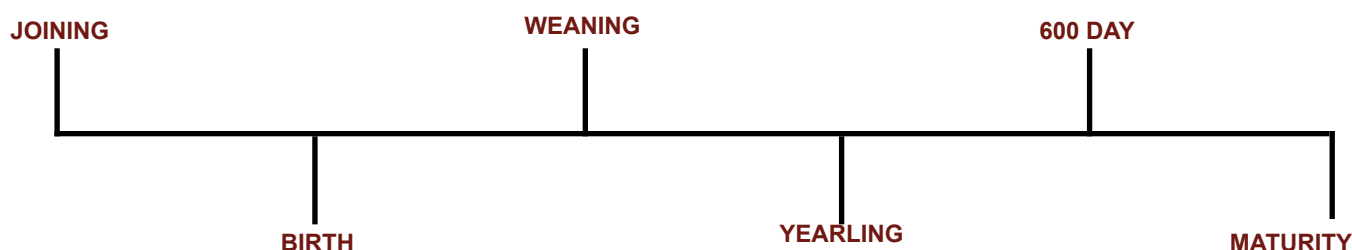
## Management Groups in Practical Terms

Animals should be assigned into different management groups in any situation when either individually or as a group, they have not had equal opportunity to perform. By assigning animals into management groups, only like treated animals will be grouped together and therefore directly compared in the BREEDPLAN analysis.

Some examples of where animals should be recorded in separate management groups are:

- sickness gives some calves a permanent set back
- some animals are fed for sale
- grain fed animals versus paddock reared animals
- some animals being given growth promotants
- animals reared in different paddocks in which feed is of different nutritional value
- different stages of pregnancy for heifers (try to weigh before joining and certainly before two months)
- calves weighed on different scales
- calves weighed straight from the paddock as compared to those off feed for three hours or more..

## Traits to record & timeline.



JOINING	BIRTH	WEANING	YEARLING	600 DAY	MATURITY
Mating Program Details	Birth Date	200 Day Weight	400 Day Weight	600 Day Weight	Mature Cow Weight
AI Dates	Birth weight	Mature Cow Weight (Dams only)	◀ Ultrasound scanning ▶		
Preg Test Results	Calving Ease Score	Dolcility Score	◀ Carcase Data ▶		Dam Disposal Form
			◀ Structural Scores ▶		

## Thousand Guineas Supply Chain

The JBS Australia Thousand Guineas program is a dedicated premium supply chain for Shorthorn cattle. It also provides a unique opportunity for the Shorthorn breed to capture highly important carcass data.

If you are currently supplying Thousand Guineas or will be in the future and you are able to capture a minimum of on farm records, you can assist to define the next generation of elite Shorthorn genetics.

The majority of the records required are collected as part of routine management.

## Registrations and Data Submission.

There are three ways to submit data for Shorthorn Beef. There are 4 key forms available on the Shorthorn Beef website.

These are;

- Calf Registration Form
- Weights and Scans Form
- Joining Details Form
- Carcass Data Form

These forms are all in the Excel format and have all necessary fields included to simplify the process.

There are many excellent herd management programs available for recording on farm records. These programs will export the necessary details directly from the software to Shorthorn Beef.

It is possible to complete data submission online through the Shorthorn Beef portal, however you will need to be a Breedplan member before you start.

If you need any further details regarding the process involved, please contact the Shorthorn Beef office.

## Records Required

- Dam Age (< 3.5 years or > 3.5 years old.)
- Dam Breed Content
- Dam Management Group
- Calf RFID
- Calf Week of Birth
- Calf Weaning Weight
- Calf 400 Day Weight

RFID numbers for the calves and the above records need to be supplied to Shorthorn Beef. JBS Australia will then be able to supply the necessary feedlot and carcass data. Dams will be registered in the SCR. If you would like to be part of this exciting initiative, please contact the Shorthorn Beef office.

The Australian beef industry is driving towards increased quality outcomes, particularly with respect to provenance, production values and eating quality. These outcomes are not satisfied by traditional low cost, commodity production. Whilst quantity produced will always be tremendously relevant to achieving overall profitability, product must also meet increasingly demanding consumer needs.

More and more, data collection systems are capturing the quality outcomes along the supply chain. This data is disseminated back to beef producers, both in information packages and price signals. This has clear implications for beef producers. Maximising profitability will require producers to be active in measuring, managing and driving both quantity and quality outcomes in their production systems.

Technology exists today, to help beef producers measure and manage outcomes, but all too often it is seen as a detriment to the operational process, rather than a benefit. It is seen as a costly, labour intensive and complex process that only delivers incremental benefits. However, current technology has superseded these problems. NLIS based identification allows for systems to “talk” to each other. With the wave of a (Bluetooth) wand, animal ID, weights, joining, treatments, mobs, movements, pregnancy testing and drafting has all been automated, requiring minimal manual input from producers and allowing for the most accurate data collection possible. Best of all, these systems are simple to use, even with limited technical know-how.

### **Overcoming the Myths About In-yard Data Collection.**

The collection of cattle performance data “In-yard”, clearly has benefits for producers. As the old saying goes, “If you don’t measure it, you can’t manage it”. Here we look at some of the common myths surrounding data collection systems.

**Myth 1: In yard data collection is expensive.** You can start a project collecting data in the yards for as little as \$750.

Compare this to the price of a drum of drench, the cost of poor weight gains or the price of a replacement heifer and it is a minimal cost.

In Yard Data Collection is not just about the ability to capture data, it also provides an easy way to use the data crush-side and in real time. Being able to see each animal’s treatment, weight gain and even reproductive history allows producers to make accurate, real time decisions, that can have a big impact on your operations profitability.

### **Myth 2: In yard data collection is labour intensive.**

Much of the technology used for in-yard data collection is geared towards automation. In fact, Sapien Technology have analysed the processing times for scanning tags, recording weights and administering a treatment. The average processing time is 158 animals per hour (across 800 animals) with a top speed of 198 animals per hour. This includes being alerted to any previous comments and withholding periods and reviewing the weight gain for each individual. All achieved with one operator at the crush doing everything and one person pushing cattle up.

Using NLIS tags as the primary ID, allows the producer to connect all the relevant devices such as scanner, weigh scales and data reporting system to work together and provides a simple and automated solution for data capture and reporting.

Even if you are not using all of this gear, feeding data into a software system will eliminate mistakes and double handing of data, saving you time.

### **Myth 3: You need to be a technology expert to set up and run in-yard data collection.**

In most cases the setup of your in-yard system can be done for you. But the fact is that there are hundreds of everyday farmers out there using this technology.



They range in ages from 20 to 70+ and they don't have IT degrees.

The important thing is to start with an end-goal in mind. Knowing what you want to achieve tells you what you need to measure, and allows your suppliers to set up reports that will present you with information that tells you how you are tracking against your objectives.

**Myth 4: The benefits of in-yard data collection are small compared to other factors.**

Clearly this will depend on your goals, but the return on investment for in-yard data collection can be massive.

Consider the marketing of your animals for sale. In an ordinary year you may be able to accurately predict the point where your animals will reach a target weight and so market accordingly and achieve a good sale result. Extra-ordinary weather can move the goalposts in either direction, as can husbandry requirements, oscillating markets and other conditions which can also have a major impact.

Capturing and managing performance data early and adjusting your marketing can have an impact of thousands or even tens of thousands of dollars to your bottom line. And this is not a once off impact, compounding these issues year on year demonstrates the lifetime value of the data you collect.

The myths about in-yard data collection will undoubtedly continue to stop some farmers from

moving in this direction. But others will follow the signs to take advantage of a technology that consistently delivers productivity improvements. Data collection systems "won't run your farm for you, but it does allow you to run your farm with a lot more knowledge and greater efficiency."

It can help you avoid the worst of a bad season and make the most of a good season. In an increasingly competitive market that can make a world of difference.



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# WEIGHT VERSUS PRICE PREMIUM

## Cross Breeding Delivers Increased Profits

*-article kindly reproduced Stephen Burns "The Land"*

For Andrew MacDougall, who operates the 1200ha "Green Hills" in Adelong, in partnership with wife Eve, the benefits of maternal hybrid vigour are demonstrated in his third-cross calves. They are 22 kg heavier than their purebred counterparts at weaning.

"Our cross-bred steers are well accepted by JBS Riverina feedlot's because they are displaying plenty of growth for their age," Mr MacDougall said. "We are not concerned about premiums for straight black cattle as they are well and truly forgotten as the extra weight overshadows them. With our triple cross – Shorthorn, Angus, Hereford – calves we are ahead on weight over the price premium."

***"In a well-planned crossbreeding program, straight Angus steers can be selling at a big discount compared to our crossbreds."***

Mr MacDougall noted he calves 620 cross-bred commercial cows along with 80 Poll Hereford and Poll Shorthorn stud cows, with the steer portion grown out to feedlot entry weights at 15 months.

"We place a lot of emphasis on Breedplan, focusing on calving ease, birth weight and carcass," he said. "When the maternal hybrid vigour effects from retained cross-bred females are taken into account, the opportunity for increased profits driven by a well-designed breeding system is clear."

"As feed increases so does hybrid vigour," Mr MacDougall said.

He joins black baldy cows to Shorthorns, black and red cows to Poll Herefords and red baldy and strawberry roan cows to Angus bulls.

"This works well as cows are never joined back to a bull as the same breed as her sire," he said.



*"I was weighing 15 mth old heifers today as the bulls came out. In the last 53 days since their previous weighing the crossbred heifers have been gaining weight at 1.51 kg/day compared to 1.24 kg/day for the purebreds. This is a difference of 18%. The crossbreds now average 444kg compared to the purebreds at 405kg or 9% more. From my observations, if feed is restricted as it was through the winter months then there is not a great difference in performance. However when feed becomes available the hybrid vigour really kicks in and the crossbreds outperform the purebreds significantly. This weighing now is proving that the hybrid vigour continues on after weaning to an even greater extent. The crossbred heifers weighed today are sired by a Shorthorn sire out of a black baldy cow."* - **Andrew MacDougall.**



"Our mature cow weights have not, increased as some data suggests would happen, as we select on Breedplan to control the trait"

Further, due to the higher percentage of his cross-bred heifers reaching the desired joining weight, Mr MacDougall is able to apply an even more strict culling rate.

"It gives us more flexibility to remove females with less desirable traits from the herd," he said. "Cattle with poor temperament or bad structure are not tolerated, as it is most important in a cross-breeding program to maximise the genetic potential."

"We want to produce as much beef as possible off the property and to have a herd of cows we are proud of."

"This cross-breeding program is the most suitable to reach our goals."

## Vigour in informed breeding program

"We try to keep it as simple as possible," Andrew MacDougall said as he explained his triple-cross breeding program on "Green Hills", Adelong.

"Originally we used a Hereford Shorthorn cross and were consistently gaining eight percent in the calves compared to the purebreds," he said.

When a draft of black baldy cows were purchased and joined to Shorthorn bulls, their progeny gained from the increased hybrid vigour and gained 18 percent in weight over the purebreds.

"With that success, we introduced Angus into the system to breed a triple cross animal," Mr MacDougall said. "All three breeds have equal importance in our program."

Hybrid vigour is also important for Mr MacDougall in lifting the fertility of his breeders.

"Not only do we get three percent higher preg-tested in calf in the cross-breds than our purebreds," he said. "They conceive earlier in the joining period resulting in calves on the ground earlier."



# BAYVIEW



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# KNOW YOUR COLOUR



## WHITE

A white animal should be white from head to toe. This animal usually possesses darker (red) hairs around the nostrils, perhaps the eye sockets and especially in the ears, around the tips of the ears and the bush of the tail.

## ROAN

A roan animal has red and white hair over the entire body giving it a mixing or roaning effect. Dark roans have more red than white hair and white roans have more white hair than red hair. Whilst white coat colour traditionally dominates red coat colour, Shorthorns are unique because the white gene is co-dominant.



## RED LITTLE WHITE

This animal has a red body with white marks above the juncture of the underline and side(s) and/or white marks on one or more legs. If white marks are also found on the animal forehead, or face it is considered to be red little white.

## RED

The animal's body colour is predominantly red. There is no white on the legs, but some white is allowed on the underline in front or behind the navel. If the white ascends past the junction of the side of the body and underline of the body, or the animal has white on the head, then the animal is not to be considered red.



## RED & WHITE

A red and white animal is at least 30% red or white and the remaining percent the opposite colour. This may be red on white or white on red which gives a splotching effect to the coat colour. The colour present in the small amount is found above the junction of the sides and underline on one or both sides of the body.



# Dubbo Results 2017

**Class 1 results:** sashed by  
Simon McCutcheon, McCutcheon Livestock  
Transport

1. Leeds Earl L41
2. Bayview Olympic L122
3. Leeds Excel L43
4. Marschay Loaded L94
5. Kingsley Vale Lager L13

**Class 2 results:** sashed by John Setttee of Landmark  
Stud Stock

1. Lot 134. Kamilaroi Net Gain
2. Lot 130. Nagol Park Elmt Legend L246
3. Lot 133. Kamilaroi Zuri
4. Lot 137. Eselar Park Cyto Larceny L238
5. Lot 139. Kilkee Tsunami L32

**Class 3 results:** sashed by Monika Pearce of studs-  
tocksales.com

1. Lot 132. Kamilaroi Fusion
2. Lot 88. Nagol Park Elmt Logo L227
3. Lot 131. Nagol Park Elmt Larva L228
4. Lot 135. Southern Cross Lennix
5. Lot 124. Ronelle Park Lord of the Rings

**Division 1 Reserve Champion to Lot 134.**

**Kamilaroi Net Gain**

**Division 1 Champion awarded to Lot 132.**

**Kamilaroi Fusion**

**Class 5 results:** sashed by Paul Jamieson of Elders  
Livestock

1. Lot 115. Moombi Kookaburra L52
2. Lot 118. Marrington Limelight L58
3. Lot 75. Marrington Lucky Shot L60
4. Lot 119. Marrington Local Time L62
5. Lot 77. K.O. HR Luminant L195

**Class 6 results:** sashed by Whitneys Jewellers Dubbo

1. Lot 69. Moombi Sparta L37
2. Lot 68. Moombi Sparta L33
3. Lot 109. Royalla Spotless L377
4. Lot 114. Moombi William L35
5. Lot 110. Glengyron Leader

**Division 2 Reserve Champion to Lot 68.**

**Moombi Sparta L33**

**Division 2 Champion to Lot 69. Moombi Sparta L37**

**Class 7 results:** sashed by Edwina Mitchell Catering

1. Lot 29. Wynyard Larrikin L114
2. Lot 34. Polldale Sparta 2nd
3. Lot 31. Leeds Emirates L21
4. Lot 64. Moombi Major General L09

**Class 8 results:** sashed by Lincoln Job Marellan  
Shorthorns

1. Lot 14. Bayview Usher L83
2. Lot 59. Leeds Equator L16
3. Lot 32. Leeds Evolution L17
4. Lot 60. Leeds Elpaso L9
5. Lot 30. Moombi Major L201

**Class 9 results:** sashed by Debbie O'connor of Ray  
White Dubbo

1. Lot 58. Kamilaroi Red Cloud
2. Lot 23. Polldale Launch L51
3. Lot 56. Yanco Limited Edition L18
4. Lot 19. Wynyard Langley L38
5. Lot 57. Yanco Legacy L20

**Division 3 Reserve Champion to Lot 58.**

**Kamilaroi Red Cloud**

**Division 3 Champion awarded to Lot 14.**

**Bayview Usher L83**

**Class 10 results:** sashed by Myers

1. Lot 53. Polldale Larrikin L40
2. Lot 51. Polldale Laser L28
3. Lot 16. Bayview Webster L40
4. Lot 9. K.O. XLT Lionheart L129
5. Lot 52. Polldale Lancelot L47

**Class 11 results:** sashed by Lochie Collins of the  
Shorthorn Youth Club Of Australia

1. Lot 4. Caskieben Condamine L26
2. Lot 5. Bayview Ramsay L9
3. Lot 48. Nero XLT Lear L108
4. Lot 50. Barana Lockhart
5. Lot 49. Nagol Park Elmt Lager L123

**Class 12 results:** sashed by the NSW Shorthorn  
Womens Committee

1. Lot 39. Marrington Look At Me L3
2. Lot 44. Caskieben Thunder L09
3. Lot 42. Kilkee Monsoon L07
4. Lot 41. Marrington Lets Go L25

**Division 4 Reserve Champion to Lot 5.**

**Bayview Ramsay L9**

**Division 4 Champion to Lot 4.**

**Caskieben Condamine L26**

**Grand Champion Bull of the  
58th Dectomax Shorthorn  
National Show to Lot 14.  
Bayview Usher L83**



# SHOW RESULTS

**Sydney**

**Grand Champion Female**

Marellan Augusta 2245



**Sydney**

**Grand Champion Bull**

Nagol Park ELMT Lotto L254



**Brisbane**

**Grand Champion Female**

Royalla Princess Margie M1



**Brisbane**

**Grand Champion Bull**

Amavale Masterplan M4



**Adelaide**

**Grand Champion Female**

Spencer Family Coco Starlight



**Adelaide**

**Grand Champion Bull**

Spencer Family Zephyr





**Melbourne Grand Champion Female**  
Spencer Family Coco Starlight



**Melbourne Grand Champion Bull**  
Spencer Family Zephyr



**Perth Grand Champion Female**  
JT Country Life Legend L04



**Perth Grand Champion Bull**  
JT Country Life Mitch



**Hobart Grand Champion Female**  
Royston JT Macie



**Hobart Grand Champion Bull**  
Dunroan Maverick



# 2017 CARCASS RESULTS

## A Selection of Carcass Awards in 2017

2017 SYDNEY ROYAL EASTER SHOW PUREBRED STEER & CARCASE COMPETITION				
TAG	EXHIBITOR	SIRE	SCORE	MEDAL
820	Hurlstone Agricultural High School	Marschay Holmes	91	GOLD
703	Hurlstone Agricultural High School	Dunbeacon Granite D056	88.5	SILVER
1103	Mr David Parish	Southern Cross Trojon Johnny Rock J4	86.5	SILVER
1329	Yanco Agricultural High School	Barwon G153	85.5	SILVER
813	Hurlstone Agricultural High School	Southern Cross Trojon Johnny Rock J4	85.5	SILVER
1005	Coonamble High School Bovine Appreciation Club	Tarraganda Jackpot	82.5	BRONZE
828	Yanco Agricultural High School	Waukaru Patent	82.5	BRONZE

## SOUTHERN GRASS FED CLASSIC COMPETITION

In what was the largest grass fed carcass competition in Australia in 2017, Kingston based Shorthorn breeder Mike Newton, claimed the title of Best 3 animals and best 10 animals.

In the group of 10 steers, Mr. Wilson's group finished with a combined total 877.17 to average 87.7 points, 36 points clear of the second placed group with a combined total of 841.7.

It was an emphatic win, and the consistency of Mr. Wilson's South Bundarra and Yamburgan blood Shorthorn steers, was particularly important.

*"I had 20 steers that scored 80 points or greater in that class. It shows that the draft didn't just have the odd good one in it, to win the group results was really pleasing."*



THOUSAND GUINEAS	AWARD
SYDNEY ROYAL FINE FOOD AWARDS	SILVER
ROYAL QUEENSLAND FOOD & WINE SHOW	BRONZE
AUSTRALIAN FOOD AWARDS - RASV	BRONZE





## JACKPOT JOHNNY WINS CHAMPION CARCASS

Southcote Jackpot Johnny, exhibited by the Mount Compass Area School in the 2017 Led Steer competition at the 2017 Royal Adelaide Show, went on to be awarded Thomas Foods International Champion Export Carcass. Jackpot Johnny was part of the Shorthorn led steer 3 head team competition, which includes points for judging on the hoof with carcass results. After posting the highest aggregate carcass points at 245.48, the Shorthorn team finished third overall when the live judging points were added.



## RAS BEEF CHALLENGE AWARDS

Yamburgan Shorthorns again scooped the pool in the 2017 RAS Beef Challenge awards.

A pen of 6 Yamburgan Shorthorn heifers dominated the Export 100 Day Champion pen award with an ADG of 2.3 kg/day, 54.91% Dressing Percentage, EMA average of 90 sq. cm, Marble Score average of 2.5, MSA Index average of 63.36 points and average Profitability score of \$192 per head. The team also provided the Champion Individual 100 Day Carcase, Reserve Champion Individual 100 Day Carcase as well as the 4th placed Individual 100 Day Carcase. The team then provided the first, second and third place getters for the 100 Day Export Profitability award, with the Champion Carcase finishing with \$345.23 more profit than the competition average. For Yamburgan Shorthorns, the win marked their 70th Carcass competition award in just 6 years. In the 2016 RAS Beef



Challenge. Yamburgan principal, John Manchee said, ***"I am extremely proud of the performance of this group. The win demonstrates our ability to maintain and improve fat cover, whilst still delivering the important combination of high yields and excellent marbling."***



## BACK TO BACK BORTHWICK TROPHY WINS.

Shorthorns made it a Borthwick double, taking out the prestigious carcass competition award for the second year running. The prestigious Borthwick Trophy is awarded to the team of three purebred steers with the highest cumulative points after the hoof and hook judging at the Melbourne Royal Show.

A combined hoof and hook score of 319.68 points placed the Shorthorns well ahead of the Angus team in second place on 306.82, and the Beef Shorthorns in third on 305.94.

Marschay principal Scott McKay said the two in a row win showed the consistency of the breed, and pointed to the high MSA index of the steer he bred.

***"The steer had meat in the right places, where the higher priced cuts come from, and when DEXA comes in that is what we will be paid for."***

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