

THOUSAND GUINEAS PRODUCERS HANDBOOK



WORTH ITS WEIGHT IN GOLD



THOUSAND GUINEAS

The Shorthorn breed is the premium red-coated breed in Australia. For more than two centuries the Shorthorn breed has been renowned for both the adaptable maternal quality of the breed and the outstanding eating qualities that Shorthorn cattle have.

The modern Shorthorn breed is also backed by the most advanced Breedplan analysis the breed has ever had, underpinned by the world's first large-scale progeny test program, Durham Research and Development.

The Thousand Guineas brand is a wholly owned JBS Australia branded beef program, sourced from Shorthorn and Shorthorn-derived cattle. Thousand Guineas is a premium market for Shorthorn and Shorthorn derived cattle from producers that are aligned with the brand, delivering excellence from both Shorthorn breeders and JBS Australia directly to the plate for the discerning consumer.

After 216 years of production in the Australian beef industry, from the south of Tasmania to the Outback, the Shorthorn breed has fostered many traditions.

"A new Tradition starts with Thousand Guineas."

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THE BRAND

The Thousand Guineas brand is a premium beef brand, wholly owned by JBS Australia, sourced from Shorthorn and Shorthorn-derived cattle and targeted towards the high-end food service industry, both within Australia and Internationally.

Thousand Guineas offers a high quality eating experience to consumers, underpinned by MSA grading. To be eligible for the brand, product must meet a minimum Ausmeat marble score 2 standard.

Shorthorn cattle have been sourced for the brand from the key cattle growing districts within South Australia, Victoria, New South Wales and Queensland.

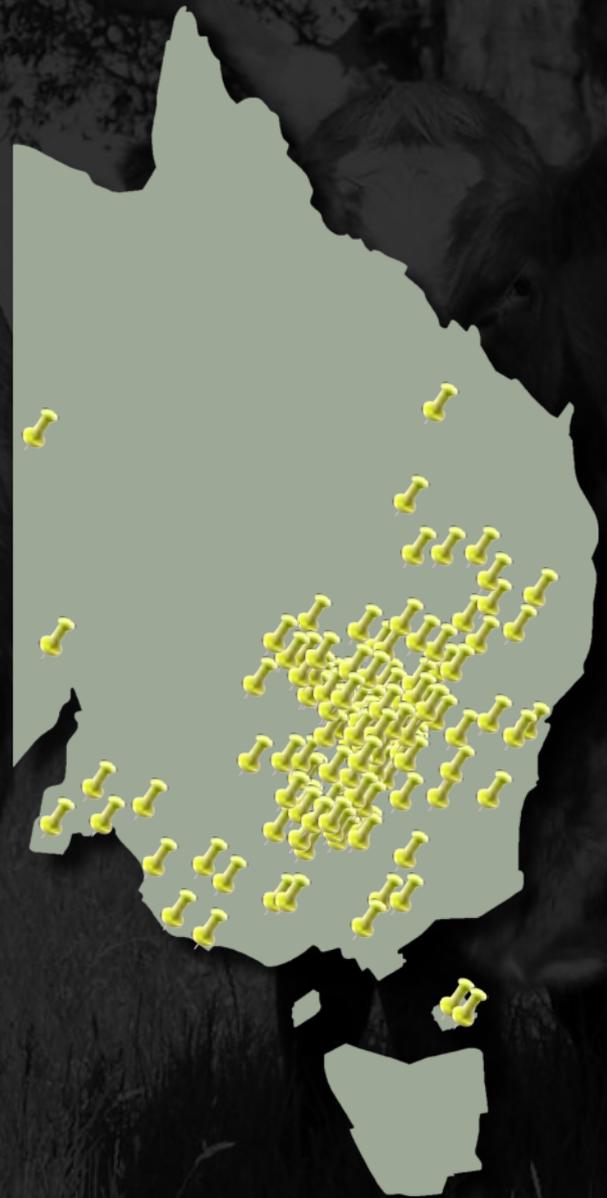
To be eligible, feeder steers and heifers must meet the following criteria:

- Minimum 75% Shorthorn content (British breed crosses only)
- 380kgs - 500kgs delivered weight
- 0-2 tooth
- Delivered to JBS Australia feedlots
 - Beef City (QLD)
 - Mungindi (QLD)
 - Caroon (Central NSW)
 - Prime City (Southern NSW)

Suppliers must also be registered for supply as part of the verification process of the Thousand Guineas brand. Registration is a simple process. Registration forms are available from the Shorthorn Beef office or at www.shorthornbeef.com.au.

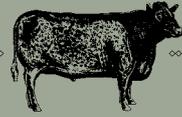
"Thousand Guineas allows Shorthorn producers to build direct relationships with both JBS Australia and the supply chain. Producers aligned with the brand are guaranteed feedback."

Thousand Guineas delivers more than a high eating quality experience to consumers. It also connects the Shorthorn breed with the consumer and as such delivers the reputation of the Shorthorn breed for eating quality excellence. Delivering excellence on the plate every time requires the best genetics and management, and also delivers the Shorthorn breed's reputation. It is not a requirement that Thousand Guineas suppliers are members of Shorthorn Beef, only that they are registered suppliers.



SHORTHORN

AUSTRALIAN SINCE 1800



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*.



WANT TO BE PART OF THIS EXCLUSIVE BRAND?

CONTACT YOUR NEAREST
JBS LIVESTOCK BUYER.

NSW

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TONY CLIFFORD SCONE 0428 683050
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STEWART BULMER TENTERFIELD 0428 666973
ALLAN EURELL WAGGA 0428 694526
PETER STEER ALBURY/WODONGA 0427 343094
NEALE FLANAGAN ALBURY/WODONGA 0418 357133
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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 1883

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



THOUSAND GUINEAS

The Shorthorn breed has been producing some of the worlds finest beef for over 200 years. Carcass quality has been constantly refined and improved by Shorthorn breeders who have invested heavily in genetic evaluation systems.

The Thousand Guineas brand, is a premium marble score two product, with eating quality underpinned by MSA grading.

JBS Australia Northern Livestock Manager, Duane Woodham says the brand is about creating a point of difference in the branded beef market.

“With the myriad of Angus brands available, we thought there was room for one which is aimed at the very best eating quality but is not Angus. With prior knowledge of the performance (of Shorthorns) from our feeding data, we are very confident they will rival our Angus feeders.”

Eating quality is the main theme for the premium Thousand Guineas brand. Shorthorn derived feeder cattle (minimum 75% Shorthorn content from British crosses), are fed for a minimum of 130-140 days in JBS Australia feedlots to create a minimum marble score 2 product, targeted for the high end food service sector. Carcasses are aged before the full range of cuts are distributed to the retail sector, both domestically and internationally.

“With the data we had in the past feeding Shorthorn cattle, we knew they were just as good, and in places better than some Angus we have fed. We had no qualms about feeding them – Shorthorn cattle had proven their eating quality, their performance in the feedlot and, at the end of the day, will fit the requirements of the brand.” Mr Woodham said.

JBS Australia Commercial Manager Northern, Brendan Tatt, said that initial feedback from the Thousand Guineas trials have been extremely positive.

“Chefs want to differentiate their offering from their peers and a Thousand Guineas Shorthorn brand underpinned by very high eating qualities ticks a lot of boxes for them.”

In the domestic market the brand will be targeted

at food service, with a focus on higher-end steakhouses in capital cities to showcase the breed. Exports will also occupy a considerable portion of turnoff, with target markets including North Asia and the Middle East.

Export customers have been hand-picked based on their success and experience in working with high-end brands.

“We have established an export supply chain for the brand and we will be excited to see the first shipments hit these shores.” Mr. Tatt said.

Consistency is the key to underpin a premium brand, both consistency of quality and supply.

Despite the stringent marble score two requirements, Shorthorn cattle have so far performed admirably at processing.

“We have seen a very strong sense of ownership and belonging with the Shorthorn producers that have aligned themselves with the Thousand Guineas brand program.” Mr Woodham said.

Premiums are a reward for producers who had a long history of producing some of the best livestock in the country, and have now aligned themselves with brand.

“The eating qualities and performance of Shorthorn cattle is some of the best we have seen, so it seemed a logical progression for us to develop a program that financially rewarded the producers for their hard work.”

For Shorthorn producers the importance of the Thousand Guineas brand is difficult to overstate. With the Australian Beef industry moving from





"commodity" based systems to "value added" systems, branding in the consumer market has a direct flow on effect to breeds.

"Producing a premium product is one thing, making sure that that product is recognised by the consumer is another.

Thousand Guineas directly delivers not only the Shorthorn breeds' renowned eating quality, it also begins to tell the breeds story; it's history but also it's present and perhaps it's future." Graham Winnell, Shorthorn Beef, said.

"Whenever the consumer is satisfied by the quality of Thousand Guineas, then the consumer will demand more. This has a direct flow back to Shorthorn producers in increased demand for their cattle."

Thousand Guineas gives the Shorthorn producer a very real investment in the outcomes for their breeding programs.

Maintaining a high compliance to a minimum marble score 2 program as well as meeting the MSA requirements, means feeder cattle must be able to grow fast to target markets and not only exhibit excellent marbling but also tremendously consistent marbling across the herd. Temperament, yield and finishing ability are also important factors.

Currently, Shorthorn cattle have performed admirably for the Thousand Guineas program.

"Thousand Guineas provides a real opportunity for Shorthorn producers to focus directly on the customers requirements for a superior eating experience everytime. Making sure the breed hits these targets will have a direct relationship to demand for Shorthorn cattle and Shorthorn producers returns." Mr. Winnell said.

"Balancing this out with maternal quality;

fertility, calving ease, medium maturity, milk and longevity, will ensure that not only does the Shorthorn breed deliver an extremely effective product but an extremely efficient product as well."

Consistency of quality is one side of the brand equation though, with consistency of supply the other side. To satisfy the requirements of the Thousand Guineas brand, year round supply is also necessary.

JBS Australia are the largest beef processors in Australia and are able to induct Shorthorn feeder cattle from Southern Queensland to Southern NSW.

This gives Shorthorn producers a distinct geographic advantage to assist with supplying the premium brand.

"Supplying Thousand Guineas now is an investment for every Shorthorn breeder in the future of the Shorthorn breed, one that will reward both the breed and breeders long into the future."

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SUPPLYING THE BRAND

Supplying to the JBS Australia Thousand Guineas brand is about more than just a premium market for Shorthorn breeders.

It is an opportunity to be a part of something truly exciting.

For John and Anne Gould and their sons David and Richard, who run 1,000 Shorthorn cows near Lucindale, in the usually reliable high rainfall region of South-East South Australia, supplying the Thousand Guineas brand was also a tremendous opportunity to support the Shorthorn breed. "In the Australian Meat Holdings days, there were only two preferred breeds and one of them was Shorthorns," John said. "We are fortunate to have such a big overseas company in JBS on board, which has markets across the world. We need to get behind this and JBS Australia to promote the breed." P R Gould & Co has supplied 350 steers to the brand this year, with their first shipment of steers in the first cattle penned on feed for the brand. Supplying a minimum Ausmeat marble score 2 product consistently requires cattle that have an excellent history of proven carcass quality. JBS Australia Northern Livestock Manager Duane Woodham says the Thousand Guineas brand is about creating a point of difference in the branded beef market. "With the data we had in the past feeding Shorthorn cattle, we knew they were just as good and, in places, better than some Angus we have fed. We had no qualms about feeding them – Shorthorn cattle had proven their excellent eating quality, their performance in the feedlot and, at the end of the day, will fit the requirements for the brand."



Wilcannia (NSW)-based Shorthorn breeder, Lyndall Bennett, Glenalbyn Proprietors, "Dromore", was extremely taken with the brand. "Thousand Guineas is a tremendous program and very exciting for the Shorthorn breed. I am proud to be a supplier to the brand." Lyndall is also an artist in her spare time and was so moved by the Thousand Guineas brand that she took brush to canvas to commemorate the occasion. The painting, called 'Looking Back', depicts an old image of the Comet 155 bull which gave Thousand Guineas its name, and the 2015 top priced Shorthorn bull in Australia, The Grove Gigabytes J837, which sold for \$57,500. It highlights just how far the Shorthorn breed has come.



Marellan Shorthorns, Emerald, Qld, principal and Thousand Guineas supplier, Lincoln Job, said "The best thing Thousand Guineas has done is to see the amount of pride it has given to Shorthorn breeders. The breeders are genuinely excited about the future of Shorthorns."

Susan Tym and her son Charles run 450 Shorthorn breeders at Gulargambone, NSW. Mrs Tym has received significant cents per kilogram premiums since the Thousand Guineas branded program began. "In any other feedlot there would be premium for Angus cattle, but since last October, we have been paid the same premium as Angus. We still need to have very good quality cattle, but now the Thousand Guineas brand is putting our steers at the forefront of fine dining." The Tym family has been selling steers to the JBS Australia, Caroon feedlot for 25 years, and were among the first commercial producers to sell into the JBS Thousand Guineas brand. "I like the feedlot because it supplies data of scores at processing, so we can go back to that data and see where we need to improve," Mrs Tym said.

At a Thousand Guineas suppliers night held in Tamworth in April, more than 60 Shorthorn breeders were given their first opportunity to taste the new product. There is rarely a tougher room of beef critics than hungry beef producers, but the



Mr. Brendan Tatt, JBS Australia Commercial Manager Northern & Mr. Jason Catts, Shorthorn Beef President.

quality of the product still amazed the Shorthorn breeders there, many describing the Thousand Guineas product as some of the best they have ever eaten. Whilst most producers at the event have consumed their fair share of Shorthorn beef, the professionalism of JBS Australia, their feeding systems and management, were also evident in the quality of the product. As one producer said,

"JBS has taken a great product and made it better again."

Southcote

SHORTHORNS



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MARBLING MADE EASY

What is Marbling?

There are three main types of fat deposits in beef cattle, subcutaneous fat (which sits under the skin), intermuscular fat (which sits between the muscle seams), and intramuscular fat (marbling). Intramuscular fat occurs between the muscle fibres within the muscle itself. Marbling is the last of the 3 fat types deposited by the animal, hence the need for cattle to finish properly at a targeted market age, in order for the animal to exhibit maximum marble score. It is also the first fat store

to be utilised by the animal as an energy source, meaning stress and poor nutrition will quickly reduce marble scores.

Importantly, marbling has a very positive effect on eating quality for beef. Whilst it has long been desirable for premium export markets, consumers' world-wide are realising the benefits of marbling and its association with eating quality, and are prepared to pay a premium for suitably marbled beef.

“The consistency of marbling in Shorthorns is second to none.”



Shorthorns

The Shorthorn breed has marbling genetics, a fact that has been established since marbling quality first appeared as a desirable trait in the 1990s. Over the last 20 years consumers, both locally and internationally, increasingly recognise marbling as a key component of eating quality.

Research undertaken by MSA shows that as marbling increases, so too does consumer satisfaction, particularly for tenderness. Thousand Guineas is a premium Shorthorn brand targeted towards the high-end food service industry. To ensure that the brand is capable of delivering consumer satisfaction consistently, for product to be eligible for the brand, it must achieve a minimum Ausmeat marble score 2.

Eating quality for the Thousand Guineas brand is also underpinned by MSA grading. The MSA grading Index system, which aims to describe a consistent eating quality experience, based on the Index score given, is underpinned to some degree by marble score. The higher the marble score, the more positive the effect on eating quality.



Marbling Genetics in Shorthorns

Marbling is a highly heritable trait within Shorthorn cattle. Indeed, Pariacote et al [1998] found marbling to be one of the most heritable traits within the Shorthorn breed.

This means two important things for Shorthorn breeders;

1. That it is very possible to increase marbling performance in Shorthorn cattle through consistent genetic selection.
2. That an investment in the selection of improved marbling genetics will have a direct result on carcass marbling performance.

Shorthorn Group Breedplan analysis allows Shorthorn breeders to easily select for improved marbling performance, to ensure the eating quality of the Thousand Guineas brand continues to deliver satisfaction to end users and consumers.

Selecting Shorthorn sires with a higher IMF% EBV will assist Shorthorn producers to increase the genetic potential of their herds to express marbling.

With JBS Australia's professional management, Thousand Guineas will consistently deliver a high quality eating experience to the consumer.

April 2016 Shorthorn GROUP BREEDPLAN																	
	Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Wt. (kg)	200 Day Wt. (kg)	400 Day Wt. (kg)	600 Day Wt. (kg)	Mat. Cow Wt. (kg)	Milk (kg)	Scrotal Size (cm)	Days to Calving (days)	Carcass Wt. (kg)	Eye Muscle Area (sq.cm)	Rib Fat (mm)	Rump Fat (mm)	Retail Beef Yield (%)	IMF (%)
EBV	+8.0	+3.0	-3.6	+0.8	+31	+42	+50	+30	+8	+3.0	-6.3	+40	+5.8	+1.3	+1.6	+0.3	+0.8
Acc	71%	62%	81%	90%	89%	90%	88%	73%	42%	88%	58%	72%	75%	79%	78%	72%	64%
Breed Avg. EBVs for 2014 Born Calves Click for Percentiles																	
EBV	+0.4	+0.6	-1.5	+3.1	+26	+36	+48	+42	+6	+1.4	-1.0	+32	+4.1	-0.5	-0.6	+1.0	+0.5

MRC Project M112B

The M112B project, a large-scale breed evaluation scheme, the largest undertaking of its kind in Australia, was designed to assess breed suitability for competition within the lucrative grain fed beef market.

In the trial, the Southern project involved 4,594 steers from several breeds, which were sourced and fed in Southern feedlots.

Shorthorn genetics dominated in the trial and also delivered the least variation of any breed for Ausmeat marble score.



Shorthorn Averages - Southern Trial

Backgrounding ADG	1st
Feedlot ADG	1st
Purebred ADG	2nd
Purebred Carcass Weight	1st
Marbling	1st
P8 Fat Depth	2nd

2013 PRIMEX MSA & EU COMPETITIONS Purebred Shorthorn Results

Feedlot Performance	1st
	1st
	2nd
MSA Eating Quality	1st
	1st
	3rd
	3rd
Carcass Performance	2nd
	3rd
Overall Winners	1st
	2nd
	3rd

MSA MADE EASY

Thousand Guineas is a premium-quality eating brand, underpinned by MSA grading. MSA (Meat Standards Australia), is an eating quality grading system for beef cattle, expressed as an Index value. Index Values range from 30 to 80, with the higher value predicting a higher eating quality experience. Maximising the MSA Index score requires correct management and nutrition. However it also requires correct genetics.

Marbling

MSA Marble Score provides an indication of the distribution and piece size, as well as the amount of marbling. MSA marble scores range from 100 to 1190 in increments of 10, with higher scores indicating greater marbling.

As MSA Marble Score increases by 10, the MSA Index has the potential to increase by 0.15 Index units, or rather an increase in MSA Marble Score of 100 (roughly equivalent to a 1 unit increase in AUSMEAT marble score) equates to a 1.5 unit increase in MSA Index.

Selection for improved MSA marble score can be achieved by selecting animals with higher Intramuscular Fat (IMF) EBVs. Intramuscular Fat EBVs are estimates of genetic differences between animals in intramuscular fat at the 12/13th rib site in a standard weight steer carcass, with higher IMF EBVs associated with greater marbling in the carcass.

Ossification

Ossification is the process whereby the cartilage present around the bones changes into bone as the animal matures, and is a measure of the physiological maturity of the carcass. Ossification scores range from 100 to 590 in increments of 10, with lower scores indicating less physiological maturity.

As ossification score decreases by 10, the MSA Index potentially increases by 0.6 Index units, or rather, a decrease in ossification score of 100 equates to an increase in MSA Index of 6 units.

Selection for lower ossification scores can be achieved by selecting animals with higher 200 Day Growth and 400 Day Weight EBVs, as calves which grow more quickly will reach target live weights at a younger age with lower ossification score.

Rib Fat

A 1mm increase in rib fat corresponds to a potential increase in the MSA Index of 0.1 Index units, or rather, an increase of 10mm in fat depth equates to an increase in MSA Index of 1 unit. Selection for increased rib fat can be achieved by selection of animals with higher Rib Fat EBVs. Whilst a higher level of rib fat is favourable for superior eating quality and MSA index, this benefit needs to be balanced with the negative effect that higher levels of rib fat may have on carcass yield. Also important is the distribution of fat evenly over the carcass. Selecting for evenness in both Rib and Rump Fat EBVs' will assist carcasses to have an even distribution of fat.

Meat Colour

Thousand Guineas product must be in the range from 1B - 3 for meat colour.

Cattle with poor temperament have an adverse effect on the cattle around them, all of which results in higher pH carcasses and a higher incidence of dark cutting. Selection for improved temperament can be achieved by ensuring that all animals used in a breeding program have acceptable temperament.

Selection of Shorthorn sires with higher IMF % EBVs to increase marbling score, higher 400 Day Growth EBVs to reduce ossification score, higher Rib Fat EBVs to increase carcass fatness, higher Carcass Weight EBVs to increase HSCW at the same maturity and desirable temperaments to reduce darkcutters, will increase MSA Index Values, increase the eating quality of your herd and increase demand for the Thousand Guineas product.

Carcass Weight

To select for heavier carcasses at the same maturity (ossification), animals with higher Carcass Weight EBVs should be selected.



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Pre-Vaccination Program for Feeder cattle

BRD is the single most costly disease affecting feedlot cattle and can be the cause of up to 65% of illness and death in Australian feedlots. It is through the vaccination and management of these cattle prior to arrival at the feedlot that will improve protection against BRD. This vaccination program can be easily incorporated into other on farm management programs, offering improved protection against BRD while providing maximum flexibility and opportunity to market your feeder cattle.



01

ADMINISTER

One shot on farm, only with Bovilis MH + IBR. This allows convenience, safety, efficacy and a broad coverage.

Product can be purchased at a large number of resellers across key beef regions.



02

BE TIMELY

Vaccinate any time 14 days to 6 months under good vaccination practice prior to delivery to feedlot.

Vaccinating cattle prior to feedlot entry when they are in a relaxed state followed by a booster at feedlot induction means vaccines will have a greater efficacy in combating viral and bacterial challenges.



03

CERTIFICATION

Record individual bottle ID, batch number and date of administering the vaccine at Q9 on the current NVD.

NVD based declaration for the program allows for simplification of the process compared to past programs, which will allow for rapid uptake, simple roll out and an auditable process.



04

BE REWARDED

JBS Australia pre-vaccination pays a \$15 per head premium for all feeders who meet these simple criteria for entry to Prime City, Riverina and Caroonia Feedlots

For more information contact your local JBS livestock buyer.



ABS OLUTELY *Shorthorn*

Bill Cornell
ABS Australia Beef Product Manager

P: 0428 293 498
E: bill.cornell@genusplc.com

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MATERNAL MADE EASY

Cost of production is critical for any business and no less important for cattle producers. Cattle breeders require genetics that are proven, both as efficient converters of forage into beef, but also as effective producers of premium quality beef, suited to a wide variety of markets. No beef production model can succeed, unless the maternal quality of their system delivers both efficient and effective outcomes to underpin profitability and deliver sustainable production.

Since 1800, Australian beef producers have looked to the Shorthorn breed to meet the challenges of efficient and effective beef production across the widest variation of Australian climatic conditions and the challenges of both good and bad seasons.

The secret to the Shorthorn breed's ability to meet these challenges lies in the breed's balance of genetics. The Shorthorn breeds superior milking and maternal instincts, combined with high fertility, calving ease, longevity, docility and excellent feed conversion, has allowed the breed to deliver sustainable outcomes to Australian producers. The 2014 Southern Beef Situation Analysis, prepared by Holmes and Sackett for MLA showed that, "The most efficient and profitable beef producers have a combination of higher productivity and a lower cost of production."

- Fertility
- Kilograms weaned
- Feed Conversion
- Longevity
- Temperament

Maximising these traits is the cornerstone of sustainable beef production.



"Producing some of the finest beef in the world, whilst maintaining sustainable beef production systems, starts with the maternal quality of any breed."

Maintaining the balance between maternal traits and carcass traits is a constant challenge for beef producers, although not all traits are antagonistic. Marbling, critical to eating quality, is also a highly metabolisable source of energy for beef cattle and can be used by the breeding female in times of stress.

Growth also has implications for both maternal and carcass quality. Fast early growth provides a heavier carcass at a younger age and improves ossification scores. Fast early growth also increases fertility in young breeding females that are required to be 65% of mature body weight at first joining to maximise their potential to settle in calf. For first calving females, targeted bodyweight is 85% of mature body weight at joining.

However late maturing cattle or cattle that have extended growth curves, have a negative impact on maternal quality. Fertility, calving Ease and feed efficiency may all be reduced in late-maturing females.

Shorthorn Breedplan makes it easy for breeders to select Shorthorn sires with shorter Gestation Lengths, moderate Birthweights, fast early growth to 400 days, moderate mature cow weights and high IMF%, to ensure that the balance between maternal efficiency and carcass quality is never compromised.

This protects the Shorthorn breed's reputation for maternal excellence and delivers a platform for the sustainable production of Shorthorn beef, renowned for its tremendous eating quality excellence.

Success is in the detail. The Shorthorn breed's commitment to Shorthorn Breedplan and genetic evaluation, its commitment to being a valued partner within the Australian beef industry and the breed's strong foundations have strengthened the power of Shorthorn genetics over the past two centuries.

Shorthorn cattle present a balanced genetic profile for Australian beef producers, built on the Shorthorn breed's unique value proposition- Excellence, Integrity, Profit.

The balance of maternal excellence, fast early growth to target markets and premium carcass quality ensures that the Shorthorn breed continues its tradition of creating sustainable production systems for the Australian beef industry and eating quality excellence for consumers world-wide.

Thousand Guineas extends this tradition of excellence by delivering the Shorthorn breed directly to the consumer. However this tradition of excellence must also be built on sustainable production systems to ensure that the Shorthorn breed continues to build from a strong foundation.

Maternal excellence, as much as eating quality excellence, is the critical component of success for the Shorthorn breed.



SHORTHORN MADE EASY

The Shorthorn Culture

The Shorthorn breed offers a unique value proposition to the Australian Beef Industry, backed by breeders who have been continuously breeding Shorthorn cattle since the early 1800s.

EXCELLENCE - INTEGRITY - PROFIT

Shorthorn breeders are a dynamic and progressive group, driven by a shared passion to deliver the best possible Shorthorn product to the industry, FOR the industry.



Maternal always matters

Maternal efficiency is a cornerstone of any profitable breeding operation.

- FERTILITY
- KG WEANED
- FEED CONVERSION
- TEMPERAMENT
- LONGEVITY

For more than two centuries, Shorthorns have been selected for their ability to increase maternal efficiency under all Australian conditions.



Breeding is both a Science and an Art

The Shorthorn breed developed the world's first of its kind, a large-scale progeny test program, Durham Research and Development.

Shorthorn breeders have invested millions of dollars into providing the most advanced genetic evaluation systems in the world, driving predictable performance within the breed. This legacy of excellence continues and is ongoing, driven by integrity to ensure that all end-users are able to develop sustainable pathways to maximise profit within their Shorthorn systems.



For all Finishing Systems

Whatever your preferred system, grass-fed or grain-fed, Shorthorn cattle provide the premium solution for Australian production systems. Shorthorn genetics will deliver improved MSA compliance for premium markets, through their ability to achieve fast early growth and consistently deliver premium marbling performance.

With ideal temperaments, desirable fat cover and excellent genetic diversity, Shorthorn cattle are proven to suit a wide range of finishing systems.



Eating Quality Drives Demand

Some breeds may exhibit marbling, but none do it more consistently than Shorthorn cattle. Marbling is one of the highest heritability traits in the Shorthorn breed and also one of the most consistent traits. Added to this is the moderate level of genetic antagonism that exists in Shorthorn cattle between yield and marble score, meaning you can produce both more quality and more quantity in the one genetic package. Shorthorn genetics are proven to deliver eating quality excellence.



Quality is the Key

Quality drives demand, which is why Shorthorn breeders are so focused on producing the best possible Shorthorn cattle for the industry. Shorthorn cattle are in demand for every major Australian market, providing genetic solutions to beef producers, allowing them to tailor their production systems to suit their environment without market restrictions. The JBS Australia Thousand Guineas branded program provides an important premium market for Shorthorn breeders.



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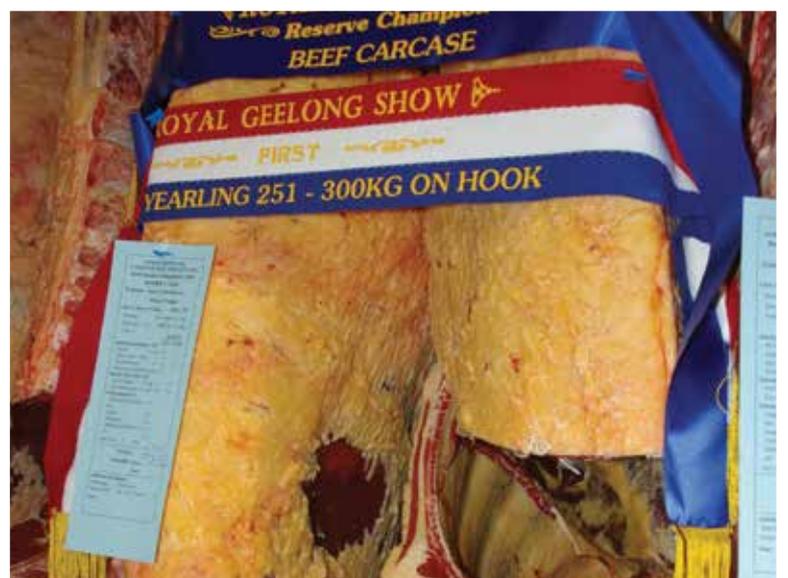
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RIDING FOR THE BRAND

In the days when boundary fences didn't really exist, a station brand was the only true form of identity and ownership. The **THOUSAND GUINEAS** brand now delivers the **SHORTHORN BREED** directly to the consumer.

*For the benefit of ALL Shorthorn producers.
NOW is the time to ride for your BRAND.*

Producing some of the worlds finest beef is more than just a profession. It is driven by a passion that slowly becomes an obsession. Despite everything nature throws our way, from bad seasons to good, Shorthorn breeders in Australia have withstood the test of time and have continued to deliver some of the finest beef in the world for over two centuries.

That commitment and perseverance gave birth to a culture that is rich in heritage, that values family and community, that proudly stands together, through both good times and bad. Shorthorn is more than a breed, it is an ideal. The Shorthorn ideal offers a unique value proposition to the Australian Beef industry. A breed built on a tradition yet one that also embraces the future, driven to deliver excellence with integrity, to ensure maximum profitability for all end-users.

The Thousand Guineas brand proudly delivers the Shorthorn tradition of excellence and integrity directly to the plate, along with the professionalism, dedication and excellence of JBS Australia. For Shorthorn breeders, Thousand Guineas provides more than a premium market. It also showcases the Shorthorn breed to the world.

"Excellence and Integrity are qualities that are achieved, never assumed, and must be protected."

Protecting the Shorthorn brand can only be achieved by a breed driven from a desire to continuously improve quality. Maternal excellence, optimised growth rates, carcass quality- these are the cornerstones of a profitable breeding and production system.

Investment in a breed is a long-term proposition, one that must respect that the needs of the industry are continually rising. Breeds must be built on a foundation that will meet the needs of the industry, both today and into the future.

Underpinning the Shorthorn breed's culture is its breeds unique history. Many Shorthorn families have been breeding Shorthorn cattle continuously since the early 1800s, a rare achievement in a modern world. They are fully invested in the Shorthorn breed yet equally invested in the Australian Beef industry, a tradition that spans generations. It is this history that creates the Shorthorn breed's deep respect for the needs of the Australian Beef industry and drives the Shorthorn breed to continually strive for excellence with integrity.

This is the Shorthorn ideal, an ideal that the JBS Australia Thousand Guineas brand now showcases to the world.

Brands require more than consistent quality. They also require consistent year-round supply. Thousand Guineas also allows Shorthorn producers to build direct relationships with both JBS Australia and the supply chain. Producers aligned with the brand are guaranteed feedback through the JBS Australia system.

This allows Shorthorn producers to not only be part of something special today, but to ensure that they play a significant role in building something tremendously exciting for tomorrow.



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