

hooked on HEREFORDS



THE BI-MONTHLY NEWSLETTER OF THE NEW ZEALAND HEREFORD ASSOCIATION •

APRIL 2013

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30TH APRIL

2012 NZHA CALF REGISTRATIONS DUE

11-12TH MAY

FUTURE BEEF COMPETITION

11TH-14TH MAY

AGINNOVATION
BEEF EXPO - FUTURE BEEF -
STEAK OF ORIGIN - FARMER
SCIENCE & TECH PROGRAMME

15TH MAY

NZHA COUNCIL MEETING

1ST JUNE

ADLS DUE



BRUCE ORR receives deserved NZ Hereford FELLOWSHIP

To a standing ovation, Mr Bruce Orr, PGG Wrightson NZ Livestock Genetics Manager graciously receives a much deserved 'Fellowship of the NZ Hereford Breed'.

An NZHA Fellowship honour intends to honour those individuals, recognized as leaders in the development and progression of the Hereford breed within NZ. Bruce Orr is certainly one of those special individuals and was recently presented a Fellowship of the NZ Hereford breed, during the 2013 Canterbury Herd Tour – after he fulfilled his duties as auctioneer of the NZHA Ambassador Auction!

Speaking on behalf of NZ Herefords, Hereford breeder David Morrow spoke about Bruce's obvious support of all beef breeds in NZ, however focused on acknowledging Bruce's unique commitment, passion and loyalty to the Hereford breed and also to his many respected friendships within the Hereford fraternity.

Further words of endorsement from Sid Hain (past NZHA Councillor & Beef Expo representative).

When I was on the Hereford Council I was the Hereford representative on the Expo committee. The workings of that committee

were not always simple as breed reps naturally felt their breeds had special needs needing premium consideration.

I remember when PGGW was offered the sole charge of Beef Expo and the subsequent meeting that took place. The meeting got a little bogged down and the general manager of PGGW at that time John Morrice said to Bruce 'we must and have to make this work'.

Bruce Orr often found himself in uncompromising situations but he always wore the Expo hat and always tried to broker the fairest deal for all to subsequently make Expo a success.

On behalf of Herefords many thanks for all that you did for our breed, there was always much work behind the scenes before, during and after the sales.

"Bruce you were there for each breed and for all of us and your deserving Fellowship from Herefords was certainly a deep reflection of this".

OFFICE ENQUIRIES

NZHA Enquiries

Donna Abbiss is available between 9.00am - 4.30pm, Monday and Wednesday OR Megan Ellett Tuesday and Thursday 8.30am - 5.00pm. hereford@pbbnz.com

HP & NZHA Projects NZHA Registry

Natalie Campbell Phone: 0277 323 448 or herefordprojects@pbbnz.com
Linda Shailer, is available to assist with your Hereford registry enquiries between 8.00am - 4.00pm, Monday to Friday. lindas@pbbnz.com

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President's Note

Hello All,

I have just returned home from a very successful Canterbury Herd Tour with over 100 Hereford enthusiasts attending. This was a very well organised event with an interesting and varied programme. Day one saw us visiting four studs in the Cave area; a night in Timaru and the NZHA 2013 AGM held. Day two started with a visit to Orari Gorge where we not only saw the Nithdale stud cattle but also the old historic buildings, with all the memorabilia for years past and of course the two storied homestead and gardens. Next to Okawa Hereford Stud, where we viewed cattle, lunched and then divided to visit three options - the Five Star feedlot, a robotic dairy farm and local gardens. The night was spent in Methven where the NZHA ambassador auction took place. Thanks to all who donated and purchased as over \$15,000 was raised for the NZHA ambassador programme. A highlight of the evening was the presentation of an NZHA Fellowship to deserved recipient Bruce Orr – a huge contributor to the Hereford breed and marketer of Hereford genetics. The following day was certainly a scenic highlight as we took the buses into the Lees Valley to visit the Richon Hereford stud of the Stokes family. We did have to change into shorter buses so to negotiate the narrow winding metal road. This trip was not for the faint hearted especially those looking out the windows at the Ashley River hundreds of feet below. Once out of the gorge, the extensive farmland opens up into a vast valley of rolling hills and

thousands of acres of flats. I imagine for most of us, it was the first time in there. Back out on the same winding road and onto the Fords for stud cattle viewing and a lunch break. Last stop of the day was Silverstream to view the 2013 Hereford Expo bulls from the South Island. The final night saw us back in Christchurch. I thank all the studs that opened their farm gates to us and allowed us to view cattle of a high calibre. I congratulate the Canterbury club on an excellent tour. 2014 will see breeders invited to attend the South Auckland herd tour.

Last month I attended the “Honda Motorcycles NZ – Hereford Herd of Excellence” field day at Mike and Cath Cranstone’s property. It was run in conjunction with Beef + Lamb NZ with a very good programme and exceptional speakers. Congratulations to the Cranstone family on their HOE win and field day showcasing their impressive farming operation.

As my term as President ends, Jill and I leave for Europe shortly to spend time with Stephanie, our eldest daughter who has recently become engaged. It has been an honour to serve as your President - the two years have flown by and I have enjoyed every minute of it.

I look forward to seeing you all at Expo.

Thank you and best regards,
Peter Smyth



Registry Report

2013 CANTERBURY HEREFORD HERD TOUR was fantastic.

Thank you for the invitation to join you and the opportunity to share your fellowship.

After being mesmerized by the unfamiliar green ground cover we were able to focus on some handsome animals.

I'm sure you've all heard it before but as usual I always get so much enjoyment from meeting breeders and seeing the animals I record, but this year I noted a difference. Over ten years in the job means I'm now seeing the next generation coming through. Apart from feeling older, I feel a sense of contentment watching the progression. Farming beef still has a family aspect to it that has been lost in so many other professions.

I always admire Bruce Orr's intricate knowledge of family and animal pedigrees and his love of Herefords, so experiencing him receiving his award was definitely a highlight for me.

Thank you!

2012 CALF ENTRIES NEED YOUR ATTENTION NOW

ADL's are due by 1 June 2013

OUTLIERS Some of you may have received outlier reports generated from your latest group run reports.

It is important that these outliers are verified with Hereford registry, to ensure the animal in question and its progeny are reinstated into the Group run analysis. Please return the outlier forms with any alterations to the Office.

PARENT VERIFICATION changes of an animal resulting from DNA profiling need to be initiated by the Breeder/Owner, even if the test has been done through PBBnz.

IMPORTED SIRES AND DAMS

Breeders are reminded that before calves can be recorded from imported semen/embryos the sire/dam must be registered with the NZ Hereford Association. Information regarding “Rules & Regulations” can be found in the NZHA Rule Book.

If unregistered semen/embryos are used and all the documentation is not available, breeders run the risk of not being able to register the resulting progeny in New Zealand.

Linda Shailer, Registry

REMINDER

Hypotrichosis Testing

In line with the June 1, 2012 ruling

- ALL male transfers must be tested for Hypotrichosis.

This ruling applies to those bulls calves/older bulls with hypo free parentage also

Reasoning for the enforcement of the rule, being that the NZHA does not yet have a Hypotrichosis accreditation programme in place and also for the reason that there is a percentage of Hereford registered cattle with incorrect parentages recorded.

(The new Hereford Expo ruling whereby all Hereford entries must be correctly sire verified, is the first step in minimising incorrect parentages).



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Council Communications

Dear Members,

Please read the following thoroughly. These are important matters for your attention; matters that were discussed at the February 2013 NZHA Council meeting.

PBBNZ – Hereford Directors.

Philip Barnett has taken over Peter Smyth's position as a NZHA director on the PBBNZ board as Peter has retired. Philip Shepherd is also a NZHA Director on the board.

Beef Expo Committee

Philip Barnett is the new Chairman of Beef Expo, with William Morrison filling the Vice Chairman role in his capacity with Beef + Lamb NZ.

Beef Expo 2013

Beef Expo has a fresh exciting approach. 2013 sees the launch of ...

AGINNOVATION

“building on science, genetics, information and technology”

The newly branded event, encompassing the mainstay Beef Genetic sales, will also offer beef industry participants a quality technical extension programme.

Further information regarding the extension programme can be found in this newsletter.

NZ Herefords Beef Expo Timetable also features in this newsletter.

José Bonica Henderson –

WHC Secretariat at BEEF EXPO 2013

Commonly known as Pepe, José has recently commenced his position as World Hereford Council Secretary and will be in NZ and in attendance at Beef Expo 2013. Pepe is bi-lingual and is the first South American to hold the position of Secretary General.

Pepe is a third generation Hereford breeder and has broad experience in the Hereford world. He is a recognized producer, agronomist and a leader of a number of producer organizations in Uruguay.

Pepe is a past President of the Uruguayan Hereford Association and a member and chairman of the Kiyu committee (the bull test central farm). He has represented Uruguay at World Hereford conferences and in addition Pepe has worked extensively developing the Pan American Hereford Evaluation. He has a deep knowledge in genetic evaluations and improvement programs.

At Expo, Pepe will be asked to make presentations at the NZ Hereford Show and will be attend the Steak of Origin function and the NZ Hereford Breed Luncheon as a guest speaker.

Hypotrichosis/ Dilutor/ Epilepsy genetic defect testing

All hair samples that are tested for hypotrichosis are now automatically tested for dilutor and epilepsy at the same time. When tested in the one process, no additional charges are incurred.

Merial – Ancare Merit Dairy Sire Programme

The Technical Committee is currently re analysing the criteria for the Merit Dairy Sire programme.

Member input is invited...what criteria do you think should be included?

Current criteria is as follows

- Birth weight EBV (in top 30% of the breed). Minimum accuracy of 70%.
- 600day growth EBV (in top 70% of breed).
- Maximum sire and dam birth weight EBV's of +4kg. Minimum accuracy of 75%.

- all animals must be in the top 20% of the dairy maternal selection index

The Committee is potentially looking to include two year bulls in the analysis and also looking at the inclusion of the dairy terminal index vs. the dairy maternal index, or the value of including both.

Dairy Terminal Selection Index

As the newest Selection Index, the NZHA Technical Committee invites member feedback on the 'Dairy Terminal Index'. Used independently as well as its inclusion in the Merit Sire programme - is it useful as an additional dairy Index? Do the parameters need altering?

(Check out the parameters under the Selection Indexes link on the NZHA website)

NZHA Council vacancy

With the retirement of NZHA board member Jane Allan, a South Island vacancy has arisen. This was not filled in the latest round of Council nominations. The vacancy is to remain until the next term.

Honda Motorcycles - NZ Herefords Herd of Excellence competition 2013

With no South Island Herd of Excellence competition in 2013, Council is looking to run a commercial beef industry field day on a well-regarded South Island commercial property with the focus being on a Hereford hybrid-vigour cross breeding operation. With potential input from Beef + Lamb NZ, the field day is to be held in the autumn of 2014 and has the prospect of attracting a large beef industry audience.

NZHA Ambassador Program – 2013 Technical Tour, Waikato

In April 2013, a group of Hereford Ambassadors will be touring the Waikato region visiting several meat industry and Hereford industry sites. They will incorporate the Beef + Lamb workshop "The Better Beef Cow" into the week long programme. The tour will also include visits to Silver Fern Farms new Te Aroha processing plant, LIC, Gallagher factory, Carne Meat Technologies (Steak of Origin testing site), and several Hereford studs.

NZHA- Australasian Herefords Youth Exchange Programme

This is a new initiative whereby a reciprocal Youth Exchange programme is to commence in 2013. A young, enthusiastic committed Hereford Ambassador from each country will have the opportunity to visit Hereford studs and participate in related Hereford programmes in either NZ or Australia.

First up, is a young Australian Ambassador arriving in NZ, late April prior to the NZ Hereford Ambassador technical tour in the Waikato. This person will spend some time in the South Island on several Hereford studs before joining up to participate in the Waikato 2013 technical tour with other likeminded Hereford Ambassadors.

Australian Herefords are very enthused to foster this exchange programme and would look to host a NZ Ambassador before year end.

Honda Motorcycles NZ – NZHA business relationship.

Upon sending out a bulk email to the membership canvassing the support for Honda Motorcycles NZ for the 12 month period since this relationship commenced – a very favorable response was received. Thank you.

Over 30 on-farm vehicle purchases have been made by breeders during this time. Thank you for your support of our new gold business partner. This quantifiable support has been communicated back to Honda Motorcycles NZ.



Beef Genetics Workshop



“The Better Beef Cow”

PBBNZ have been contracted by Beef + Lamb New Zealand to put together a Beef Genetics Workshop roadshow throughout New Zealand.

10 Workshops are planned in 2013

Please promote these days to commercial cow / calf operations and buyers of bulls. We must ensure these days are well attended to secure future Beef Genetic extension funding.

North Island, 29th April – 3rd May 2013

Monday 29th April

Waitawheta, Angus, Waihi
Alistair & Patricia Sharpe

Tuesday 30th April

Te Atarangi, Angus, Dargaville
Chris & Karren Biddles

Wednesday 1st May

Motere, Angus, Waipukurau
Jim & James Pharazyn

Thursday 2nd May

Te Taumata, Hereford, Masterton
Jim & Alistair & Eileen McWilliam

Friday 3rd May

Ranui, Angus, Wanganui
Lin & Lindsay Johnstone

Sunday 12th / Monday 13th May

BEEF EXPO / AG INNOVATION
Manfeild Park, Feilding

Live cattle will be used to support presentations and discussions.

Day includes workshop notes, morning tea, BBQ lunch and refreshments.

South Island, 6th May – 10th May 2013

Monday 6th May

Torrisdale, Murray Grey, Winton
Barry Macdonald

Tuesday 7th May

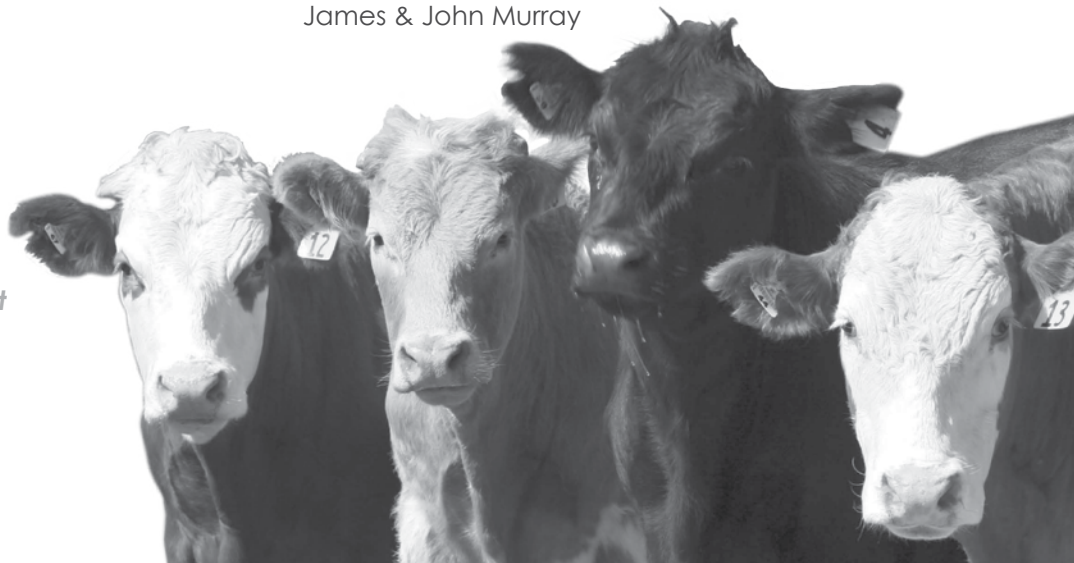
Peters Angus, Millers Flat
Trevor and Karen Peters

Thursday 9th May

Okawa, Hereford, Mount Somers
David and Rosmary Morrow

Friday 10th May

Matariki/Woodbank, Hereford/Angus,
Clarence Bridge
James & John Murray



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Merrylea Stud

2013 Canterbury Her

With the rest of the country in drought, Canterbury has been lucky this season to have not suffered as severely but the occasional shower of rain didn't dampen the spirits of those that attended the recent 2013 Hereford Herd Tour. More than 100 breeders and industry partners got to experience the stunning scenery around the expansive Canterbury region.

The event started off in Christchurch on Sunday with a registration dinner and a group being taken on a tour around the quake stricken city. On February 22nd 2011 at 12.51pm a 6.3 magnitude earthquake struck the Canterbury region, a powerful natural event which tragically killed 185 people. Although the devastating earthquake occurred over two years ago, the central part of NZ's second-largest city was severely damaged and is still cordoned off. The effects of the earthquake are still clearly evident and although publicised extensively in the media at the time it is not until the impact is seen up close that the true extent of it is realised.

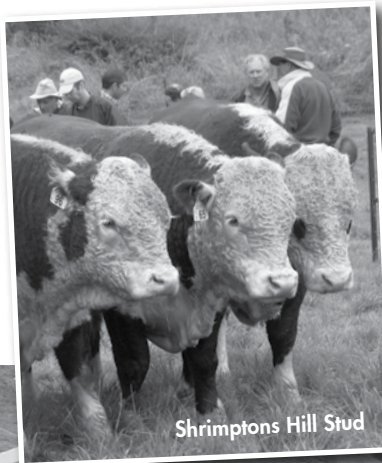
Day one of the tour started early the next morning as everyone boarded two buses and set off south towards Cave. It was mid-morning when we reached our first stop of the day, Merrylea Stud - home to the McKerchar family. After a hiccup on arrival where one of the buses got stuck and needed tractors to pull it out, the McKerchars welcomed everyone to the property. The family had on display a great line-up including bulls and mixed-age cows with calves at foot, which were all very quiet as everyone wandered around and observed them.

Next on to Shrimptons Hill Stud, not far down the road, the property of John and Liz McKerchar. John and Liz are a part of the Ezicalve group and have a stud very focused on short gestation genetics suited to the NZ Dairy Industry. Shrimptons had grouped some of their highly sought after short gestation animals for viewing including dam Leader 07 299 with her bull calf at foot. Rising 2 yr bull Shrimptons Hill 110144 with gestation length EBV of 9.1 days was also on show, whose sire is a trait leader.

After lunch at Lindisfarne Camp, the buses headed to Cannington to the Bluestone Stud owned by Ben and Yvonne Lee, who are also part of the Ezicalve group. They had assembled a number of cows with calves at foot around their cattle yards assisted by their son Hamish who also helps them on the farm. As well as cattle, the Lees also have a focus on improving the environment and have fenced off significant natural areas of native bush on their property to enjoy the wildlife that is prospering as a result.

The tour then made the trip further south to visit the Matatoki Stud, home of Paul and Fiona Scott and their young family. Although Paul and Fiona are fairly new breeders, originally establishing their Hereford stud in Thames seven years ago, they are using strong genetics to build their herd including sires from Beechwood and Limehills Studs who were on display.

That night the NZHA AGM was held at the Grosvenor in Timaru. A buffet dinner including Hereford Prime was enjoyed by all with the AGM meeting following at 8pm. Presentations were made during the evening to Jane Allan who is retiring from the



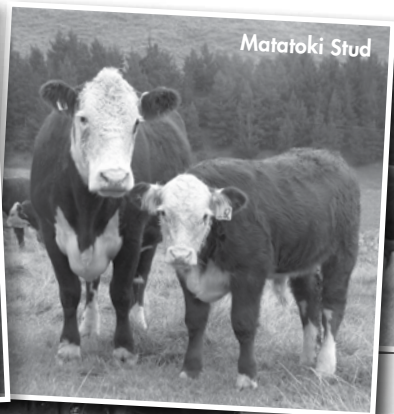
Shrimptons Hill Stud



Shrimptons Hill Stud



Jane Allan



Matatoki Stud



Bluestone Stud



Orari Gorge

Hereford Club Herd Tour

By Megan Ellett

NZHA Council after serving six years. During this time having had a large involvement with the NZHA Ambassador programme and she was also employed by Hereford Prime for a number of years prior to being elected to the Council. Ian and Mary McKenzie of Maryvale Stud were recognised for their valued contribution to the Hereford breed having been members for many years. Ian and Mary have dispersed their herd but plan to still stay involved with the Hereford fraternity.

Day two commenced with a short bus trip north west to Geraldine to visit Orari Gorge Station, home of the Peacock family. Along with their Hereford herd they also run a commercial herd, Romney and Romtex sheep and hinds. First stop was to view the Orari line of cattle including mobs of bulls and cows with calves at foot.

Everyone then went on to see part of the Orari Gorge history and view historical buildings that still stand on the property. These included a saddlery/coach house, a blacksmiths shop, a totara slab cottage and a raised station store house. The Historic Places Trust took over the buildings in the 1970s.

Tucked away down the hill was a picturesque sight... The Orari Gorge homestead with extensive gardens as a backdrop. The effort put into these gardens which also includes fruit trees and a vegetable garden was obvious, with Rosa needing some extra help to keep them so well maintained. A wooden bridge (the entry to the gardens) has had to be replaced three times due to the stream running underneath washing it out.

On to Mt Somers, where the Morrow family run the Okawa

Hereford Stud. David and Rosemary's daughter and son-in-law Penny and Nick France now lease the farm - with David and Rosemary's input of course! A very impressive line-up of sale bulls were on display.

Everyone enjoyed a BBQ lunch at David and Rosemary's cottage, which included some tasty lamb as the Morrows are key lamb suppliers to Canterbury Meat Packers.

The tour group was then given the option to choose their activities for the afternoon of day two.

One group travelled to Stradbrook Farm, New Zealand's first robotic commercial dairy farm, which was established in 2008 near Mt Somers and is owned and operated by the Carr Agricultural Group. The current herd is made up of approximately 250 Holstein Friesians which are milked using automatic milking robots each worth \$250,000 (with Stradbrook running four) which is driven by the needs of the individual cows, allowing them to choose when they want to be milked at any time of the day or night. Interestingly enough the cows least preferred to be milked at the time when most farmers do their morning milking - between approximately 4-7am, shown by data collected at each milking.

Some of the ladies chose to take a tour of some of the local gardens. This included Rangiatea owned by Blair and Sara Gallagher which comprises woodland walks and masses of flowerbeds. The garden overlooks a pond with stunning views of farmland and Mt. Somers. The second garden visited, Surrey Hills, belongs to Paul and Sara Grigg and has been named a garden of



Mataatoki Stud



Ian & Mary McKenzie



Orari Gorge



Orari Gorge



Okawa Stud

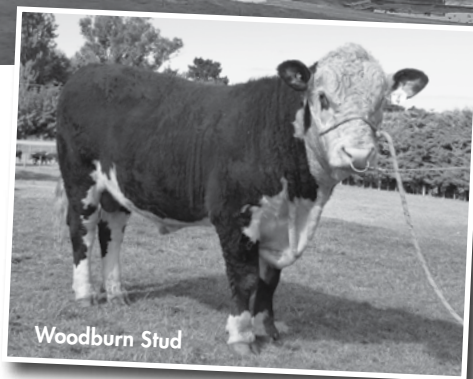


Five Star Feed lot

national significance by the NZ Gardens Trust for its outstanding beauty and its exceptional tree and shrub collection.

As the third option, a bus load of tour members were given a very informative, well conducted tour of the Five Star Feedlot in Canterbury, on one of the wet days of the tour! There were 13,000 cattle split into pens of 200 odd where they remained for up to 200 days, mostly black & baldies although there was a sprinkling of Herefords through them and a few pens of all Herefords. The cattle are constantly monitored, fed daily with a mixture of feeds including baleage & grain which is premixed and measured for each pen in order to get optimum growth without wastage. Five Star have three girls with their horses who ride through each pen daily to check on the health and welfare of each animal and remove any with health issues to the “hospital pens” where they receive treatment. Cattle are sourced from all over the country with weaners recently purchased in the North Island being contract grazed until up to weight to enter the feedlot. A very efficient and well run operation.

The evening of day two comprised of dinner and the NZHA Ambassador Auction held in Methven, a half hours drive from the popular Mt Hutt ski field. PGG Wrightson livestock genetics manager, Bruce Orr put his auctioneering skills to work selling a combination of genetics along with a selection of other items kindly donated by breeders and the regional Hereford Clubs. The auction raised a staggering amount of just over \$15,000, with funds raised going towards the NZHA Ambassador programme. The top priced item was the water colour painting donated by Richard Bolton, which sold for a massive \$5,000 to Robert and Mary-Anne Kane. Robert and Mary-Anne’s son Peter was chosen as the NZ Hereford youth representative to attend the World Hereford Conference in Calgary, Canada in 2012 and they felt purchasing the painting (with funds supporting the Ambassador programme) was a way of ‘giving back’ for Peters amazing experience and wanted to help



provide other passionate, young Hereford enthusiasts with the same opportunities.

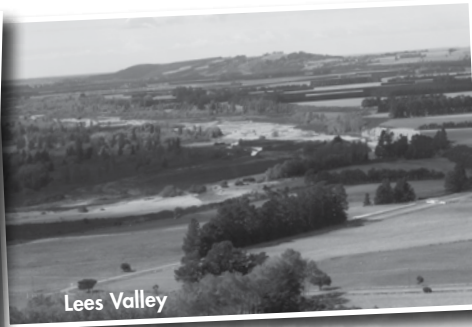
Bruce Orr was presented with his well deserved "fellowship of the NZ Hereford breed" on the same night.

The last day of the tour began with a bus trip into the remote Lees Valley to the home of the Stokes family at Richon Stud. First this involved everyone transferring into two smaller buses that could handle the narrow, winding, gravel road! The picturesque scenery and incredible views definitely made the long trip into the valley worth it and was an experience that everyone on the trip will remember for a long time.

The Stokes family had an extensive selection of their Herefords on display. As well as the Hereford Stud the Stokes also run a commercial herd of Hereford/Angus crossbred cattle, Perendale sheep and red deer. Rob and Julie's daughter Roz has recently established a Hereford Stud of her own, running her polled cows alongside her parents horned cows. With this in mind, Rob and Julie are interested to see how the next generation carry on the Hereford tradition.

An exquisite BBQ lunch was enjoyed at Woodburn Stud, situated north of Christchurch. Everyone was famished after the long bus trip out of the Lees Valley and made short work of it!

The Woodburn Stud was established in 1966 by Ian and Carol Ford who ran the property until daughter and son-in-law Helen and Tim Molloy took over the day to day management of the farm

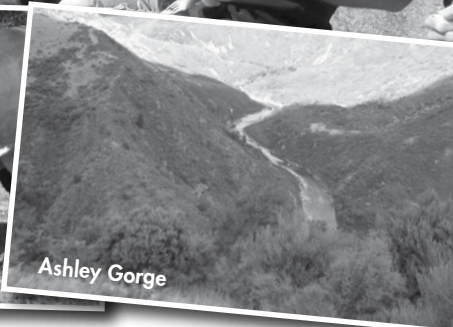




SI Super / Impact Sires



SI Super / Impact Sires



Ashley Gorge

in 2005 and now lease the property. Helen enjoys showing cattle and a lead bull was on display as well as mixed-age cows with calves at foot and heifers.

Last stop of the day was to see the South Island Super Sire and Impact Sires at the grazing unit, on the Silverstream property of Brent and Anna Fisher. The bulls were in exceptional condition ready for the National Sale at Beef Expo in May. Tour guests had the luxury of the buses to tour around the Fisher property, viewing the cattle from Na Puteputi Herefords and Silverstream Charolais on display with Brent and Anna on hand to answer questions.

The final night of the tour encompassed some inspirational speakers who were closely involved with the 2011 Canterbury earthquake. The earthquake caused widespread damage across Christchurch, especially in the central city and eastern suburbs, with damage aggravated by buildings and infrastructure already being weakened by the 4 September 2010 earthquake and its aftershocks.

Pastor Sam Harvey from Grace Vineyard Church located on the eastern side of Christchurch, had a very hands on experience with the earthquake and the impact it had on people. Pastor Harvey spoke about how traumatic it was for people living in the area particularly being in the less affluent eastern suburbs which were hit hard, even getting around the area to provide help where needed was extremely difficult.

The second speaker of the night was Helen Heddell, a member of the Federated Farmers' Farmy Army whose main involvement with the earthquake was being a part of the catering team, providing food and logistical support to all of those volunteers who were selflessly committed to offering their support and help with recovery efforts. The team at Canterbury Agricultural Park generously made their facilities available to the Farmy Army to use as a base to set up their kitchen. The catering team whose contribution continued on for a number of months after the earthquake prepared five and a half tonnes of meat, for volunteers and families affected by the earthquake. The Farmy Army also conducted fully sponsored farm tours known as "Quakebreaks" for redzoners.

The Canterbury Hereford Club is kindly making a donation to the Grace Vineyard Church as well as to the Salvation Army to support those gravely affected by the earthquake

A huge thank you to all members of the Canterbury club for co-ordinating and hosting such an enjoyable tour. Your hospitality and obvious efforts were much appreciated by all who attended. Thanks must also go to all of the Herd Tour sponsors whose contribution added to the success of the event.



Guess who?



Stradbroke Robotic Dairy Farm



Robert & Mary-Anne Kane



Matatoki Stud



Jan Sidey



Tim Molloy

High Calibre Speakers Challenge Riverton Field Day Guests

The Cranstone Family of Riverton Hereford stud hosted their Honda Motorcycles Hereford Herd of Excellence field day recently.

The line up of speakers was high calibre and attendees left armed with plenty of information from branding and marketing to cropping and weed control to how best to tackle the succession of farm businesses.

Professor Hamish Gow from Massey University spoke on Cracking the Value Puzzle.... Building Marketing Channels that Deliver Results. He said when it comes to marketing it's important to identify what value and benefits your product offers people. Ideally you should provide a product that helps remove challenges that customers perceive are associated with your product. An example he offered was the fall in market share for an off shore chilled chicken company. They began losing ground to a company selling frozen chickens. The frozen chickens outsold their chilled competitors because it was a hot country with little affluence and by the time the purchaser of the frozen chicken travelled home it had safely thawed and was ready to cook. The chilled chicken posed health issues when being transported home in the heat. He also urged people to build an experience into their product. "Functional branded experiences should be based on specific attributes of your product," he said.

His closing words were to "think about what the customer needs and wants."

Dr Rebecca Hickson from Massey University addressed yearling heifer mating and profitability.

Rebecca addressed the perceived pros and cons of heifer mating raised by farmers she has surveyed. When it comes to associated costs she had calculated it takes 2.5tonne of dry matter to feed and maintain a non pregnant heifer. A heifer with calf at foot is calculated to need 3.7tonne of DM, which is a 45% increase in DM intake. However she has worked out that at 12c/kgDM that's an extra \$138 for the gain of potentially \$500+ from the calf as a weaner weighing 232kg at a schedule of \$2.20/kg.

She told the field day calving heifers was one way of lift the productivity of the national cow herd, which has little change in performance for the last several decades.

Rebecca says it was vital to choose the right bulls to use and she said EBVs should be taken into consideration. In particular calving ease direct and birthweight. She encouraged farmers to ask their bull breeder if they are actually measuring birth weight and they calve their two year old heifers.

Phil Guscott, Wairarapa farmer, farm valuer and consultant and chairman of Lean Meats was joined by his wife Jo and son Mark to discuss succession. Phil addressed the key points farmers need to consider when it comes to the farm business and the next generation. He said the first question to ask yourself was "is this a succession plan or an exit plan?"

He said the four key principles to a succession plan are: It must be economic for the retiring generation, it must be economic for the farming generation, there must be a plan for any non-farming



The Cranstone family at their Honda Motorcycles Herd of Excellence field day.

family members and everyone must be able to "live" with it. He stressed the phrase "live with it" because equal is fair, but in farming, fair isn't equal.

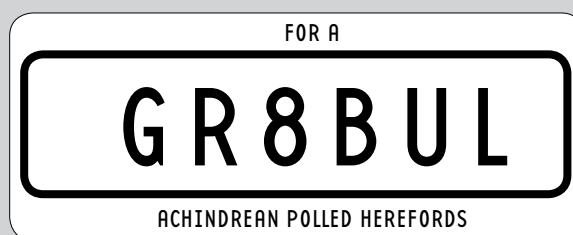
Phil was followed up by brief talks from his wife Jo, son Mark and members of the Cranstone family who all shared what they felt were the key messages from their own personal experiences in succession.

Paul Oliver from H&T Agronomics talked to field day visitors about high octane forage crops which can help maximize stock performance in summer and autumn.

FOR SALE

Personalised plate.

At present with our stud name, have the plate remade with your stud name.



Make an offer.

Also for sale

assorted halters, grooming equipment, show stick, blower, etc. *Make an offer.*

Contact

Colin and Val McKenzie, Achindrean Herefords,
09-233-4334 or email: achindrean@farmside.co.nz

The Real Benefits of Hybrid Vigour Revealed

AH 99522842

HEREFORD BANK OF NEW ZEALAND

\$100*

Using Hereford bulls over other pure bred breeds will produce an additional increase in production worth \$100 based on direct (first cross progeny) heterosis gains of 8.5%. If first cross replacements are kept the maternal heterosis gains equate to 14.5% or an advantage of \$170.

THIS BEEF IS REGAL & TENDER

ONE HUNDRED DOLLARS

NZ HEREFORDS
SPECIALISTS IN GRASSLAND GENETICS

Hybrid Vigour
the forgotten advantage

*Value calculated on an average local trade schedule price of **392.42c** (net) for a P2 Steer @ 300kg (June 2012-Jan 2013)
Source: NZX Agrifax

\$100*

The financial benefits of using registered Hereford bulls over black cows is the focus of a new hybrid vigour marketing campaign just launched by the NZ Hereford Association.

Calculations show that the first cross progeny will provide beef farmers production gains of \$100 a head based on direct hybrid vigour gains of 8.5%. If those first cross progeny are retained the advantages lift to 14% or a whopping \$170/head. These figures have been done using an average price of 392.42cents (net) for a P2 steer at 300kg for the period June 2012 to January 2013. These figures are proof that Herefords make black better.

The NZHA have designed their very own beef currency to convey the message simply and quickly and all breeders are invited to purchase (at a nominal cost) copies (wads) of the Hereford hybrid

vigour \$100 for their own use. The Council wishes to include it in Pivot Design breeder bull sale catalogues where ever possible.

The Hereford Angus cross is one of the best beef animals around, so not only does it make financial sense for commercial beef farmers to use a registered Hereford bull it also opens up a world of marketing options with the first cross Hereford Angus being eligible for a number of quality beef programmes, including Hereford Prime. The performance gains include improved fertility, reliability, longevity and docility.

The Hereford hybrid vigour campaign has been developed in conjunction with the Strategic Plan market committee and the NZHA Council promotion committee.

Kokonga's got talent



Limehills Bedford, just one of the stunning elite pedigree Polled Hereford bulls standing at Kokonga Farms. Bulls whose progeny have above average growth rates, low birth weights and good temperament. Limehill's progeny are ideal for the dairy market or heifer mating. BDV virus-free and vaccintaed twice.



Kokonga East Rd Waikeretu Valley Tuakau RD5 Bruce Robinson 0274 983 530

PROGRAMME

Beef + Lamb NZ AgInnovation 2013



AGINNOVATION

building on science, genetics, information and technology

Future Beef NZ Hoof and Hook Competition

Friday 10th May

3.00pm Registrations & Scanning Commence
6.00pm Registrations & Scanning Close

6.15pm All Steers must be penned

Saturday 11th May

6.00am Gates Opened
8.30am FBNZ Event Briefing
9.00am Team Building Exercise
9.30 – 12.30pm Modules
12.10pm Lunch
1.30 – 4.30pm Steer Judging
5.00pm Beef Ambassador Interviews
5.00pm Silver Fern Farms and Allflex Beef Bash

Sunday 12th May

6.00am Gates Opened
8.30am – 11.00am Modules
11.00am – 12.00pm Lunch
12.00 – 3.00pm Handler Judging
3.30pm FBNZ Prize giving

Tuesday 14th May

2.45pm FBNZ Hoof & Hook Prize giving

Beef + Lamb New Zealand Beef Expo 2013 / AG Innovation

Sunday 12th May

9.30am – 11.00am BBQ Challenge
11.30am – 1.30pm Beef Genetics Workshop
1.30pm – 4.00pm Demonstration Farm Field Trip
4.00pm Claas Queen of Hearts
Heifer Show & Sales
5.30pm BBQ Challenge Final
6.00pm onwards BBQ and entertainment for all

Monday 13th May

8.00am – 5.00pm All day programme commences
9.30am On-farm Breed Judging & Public viewing
1.30pm Led Breed judging (Stadium)
6.00pm Steak of Origin Finalist Judging
7.00pm Steak of Origin Gala Dinner

Tuesday 14th May

9.30am PGG Wrightson
Champion of Champions
10.30am Hereford, Shorthorn, Gelbvieh,
South Devon Sales
1.30pm Simmental, Charolais Sales
3.00pm Angus Sale

* All times stated are approximate times only and are subject to change without notice. All sales will run consecutively.

LOT 52 NZHA AMBASSADOR FUND CHARITY HEIFER

All proceeds from the sale of
lot 52 – Matapouri Lindie 12 6 -
will be donated to the NZHA
Ambassador Fund.

*The NZHA would like to thank the
Matapouri and Stoney Creek studs for
their generous donation and support of
the Hereford Ambassador programme.*

*Also thank you to PGG Wrightson for
donation of commission income*



steak of origin 2013

Monday 13th May 2013

'The Silver Fern Farms Cocktail Hour' & Judging
from 6.00pm seated at 7.00pm



featuring - a sumptuous dinner, showcasing
Countdown Finest Angus beef

zoetis

\$100.00 per ticket (this year a pay bar will be operating)
Semi Formal Dress, Manfeild Park Stadium, Feilding.

Tickets available from PBBnz

P: Kaylene **06 323 4484** Email: kaylene@pbbnz.com



NZ HEREFORDS

SPECIALISTS IN GRASSLAND GENETICS

Programme

Monday 13th May

11.00am - 1.00pm

Public Paddock Walk

Viewing of Super Sires and Impact Sires
at Langtry property

3.00pm

Led Hereford judging, Manfeild Park

Tuesday 14th May

9.30am

PGG Wrightson Champion of Champions

10.30am

Hereford Sale

11.30am

NZHA breed luncheon

Online catalogue builder

Introducing Catalogue Builder for NZ Herefords!

NZ Herefords is pleased to announce a new tool that members can use to assist with building their own online Internet Solutions Sale Catalogue.

CatalogueBuilder has been developed in conjunction with NZ Herefords and PBBNZ to help members get their Internet Solutions catalogue online quicker, and at a discounted rate!

Catalogue builder features include:

- » Build your Internet Solutions catalogue lots over time as it suits you.
- » Upload photos to Hereford Registry for any of your animals listed on Internet Solutions – sale animals or your own herd sires.
- » Receive discounts for your NZ Herefords animals! 0.50c for each lot you process using the Catalogue Builder.
- » The builder has the ability to export Lots, Animal Idents and Comments to a spreadsheet that you can then send to others or keep for your records.

Using Catalogue Builder? Keep an eye out for an email to be sent shortly – outlining your login details

Pricing For Internet Solutions Sale Catalogues, we have also updated our prices: The current 'per Lot' charge remains at \$3.50. However, if you submit your Internet Solutions Online Sale lots using Catalogue Builder, you will receive a 50c discount and be charged \$3.00 per lot. For manual submission of photos, the price is now \$6.00 per photo. However, if you submit your Internet photos using the Catalogue Builder process, you will only be charged \$3.00.

All catalogue builder enquiries, please contact
BRETT WILCOCK at PBBnz ph 323 4484 .

2013

NZ HEREFORDS

SPECIALISTS IN GRASSLAND GENETICS

Luncheon

Tuesday 14th May 2013

11.30am, upstairs, Manfeild Park Stadium

AT THE LUNCHEON

"Pepe" José Bonica Henderson, the new World Hereford Secretary will address NZHA breeders and a presentation to a Hereford Stalwart will be made, along with Platinum and Gold Benchmark Dam awards

Order your NZHA Breed Luncheon tickets now - \$60+gst pp No late admissions will be accepted.

Book your tickets by Friday 3rd May 2013

Phone the NZHA office on 06 323 4484 Email: hereford@pbbnz.com or megan@pbbnz.com

Show Results 2013

Horowhenua A&P Show, Levin

January 20th 2013 - Judge: Sue Wylie

All Breeds only – 52 entries.



Bull Calf

2nd Awhea Maestro Langtry family

Senior Cow

1st Awhea Princess 520 Langtry family

Yearling Heifer

1st Awhea Curly Langtry family

Pairs

3rd Awhea Entry Langtry family

Champion Female

Awhea Princess 520 Langtry family

Supreme Champion Beef Animal (Wellington Harbour Board Trophy)

Awhea Princess 520 Langtry family

Group Class

1st Awhea Entry Langtry family

Young Handlers

1st Hannah Gibb Awhea
2nd Victoria Thorpe Innes Brae
3rd Sophie Langtry Awhea

Masterton A&P Show

February 17th 2013 - Judge: David Holmes

All breeds only – 26 entries

Senior Female

1st Awhea Princess 520 Langtry family

Yearling Female

1st Awhea Curly 5 Langtry family

Heifer Calf

2nd Innes Brae Casey Victoria Thorpe

Champion Female

Awhea Princess 520 Langtry family

Bull Calf

1st Awhea Maestro Langtry family

Reserve Champion Male

Awhea Maestro Langtry family

Supreme Champion Beef Animal

Awhea Princess 520 Langtry family

Senior Handlers

1st Hannah Gibb Awhea

Most Points

Langtry family

Central Districts Field Days

Feilding I, A&P Association

PGG Wrightson Best of Beef – March 8th & 9th 2013

Judges: Alastair Miln, Amanda Seddon and Alan Cook

All breeds only – 92 entries

Bull Calf

2nd Waitaporiri Enormous – Ben Burgess

Yearling Heifer

2nd Apotu Park Bounty – Langtry family
3rd Awhea Curly 5 – Langtry family

Pairs

3rd Awhea Entry

Steer Class- 10 entries

1st Robbie family

2nd Robbie family

3rd Langtry family

4th Langtry family

Herdsperson

Intermediate

1st Sophie Langtry – Awhea

Senior

1st Hannah Gibb - Awhea

Franklin A&P Show

16th February 2013 Hereford Section: Judge - Philip Barnett

Franklin again showed why it has the reputation of being one off the strongest beef cattle shows in the North Island with just on 100 head from nine different breeds. Herefords again had the largest number and were strong in the All Breeds section of the show.

Heifer Calf

1st Willowspring Miss Britt 441 G&L Peters
2nd Willowspring Rosa 449 G&L Peters
3rd Gembrook Anna J & T Dorotich

Yearling Heifer

1st Willowspring Rosa 414 G&L Peters
2nd Joshstar Curly 1130 S&L Morgan
3rd Gembrook Tania J&T Dorotich

Champion Junior Female

Willowspring Rosa 414 G&L Peters

Reserve Champion

Joshstar Curly 1130 S&L Morgan

2yr Heifer

1st Joshstar Princess S&L Morgan

Cow 3 years & over

1st Willowspring Miss Britt 355 G&L Peters

Champion Senior Female

Willowspring Miss Britt 355 G&L Peters

Reserve Champion Female

Joshstar Princess S&L Morgan

Grand Champion Female

Willowspring Miss Britt 355 G&L Peters

Bull Calf

1st Joshstar Ceasar (ET) S&L Morgan
2nd Joshstar Olympus S&L Morgan
3rd Glendale Levi G&F Potter

Yearling Bull

1st Glendale Kudos G&F Potter
2nd Glendale Kansas G&F Potter

Champion Junior Male

Glendale Kudos G&F Potter

Reserve Champion Male

Glendale Kansas G&F Potter

Senior Bull / Senior Champion and Reserve Male

1st Awhea Immense S&L Morgan
2nd Willowspring Utopia G&L Peters

Grand Champion Male

Glendale Kudos G&F Potter

Pair of Calves- either sex

1st Willowspring G&L Peters
2nd Glendale G&F Potter
3rd Joshstar S&L Morgan

Best two animals from one exhibitor

1st Willowspring G&L Peters
2nd Glendale G&F Potter
3rd Joshstar S&L Morgan

Supreme Junior Champion

Glendale Kudos G&F Potter

Supreme Champion Hereford

Willowspring Miss Britt 355 G&L Peters

ALL BREEDS – judged by panel.

Heifer Calf

2nd Willowspring G&L Peters
3rd Joshstar Princess S&L Morgan

Bull Calf

2nd Joshstar Ceasar S&L Morgan
3rd Joshstar Titus S&L Morgan

Yearling Heifer
 2nd Willowspring Rosa 414 G&L Peters

Yearling Bull
 1st Glendale Kansas G&F Potter
 2nd Glendale Kudos G&F Potter

Pair of Yearlings – either sex
 1st Glendale G&F Potter

2 yr Heifer
 2nd Joshstar Princess S&L Morgan

Cow & Calf
 2nd Willowspring Miss Britt 335 G&L Peters

Senior Bull
 1st Awhea Immense S&L Morgan
 2nd Willowspring Utopia G&L Peters

Most Successful Beef Exhibitor
 Willowspring G&L Peters

Morrinsville A & P Show

2nd March 2013

Six Hereford studs participated in the Morrinsville show with convincing results.

Hereford Section: Hereford Judge: Mr PTS Davies
Champion Female: Willowspring Miss Brit 355
Res Champion Female: Willowspring Rosa 414
Heifer Calf:
 1st Willowspring Miss Brit 441
 2nd Kanuka Harriet 1207
 3rd Kanuka Highness 1204
Bull 2yrs & Over:
 1st Willowspring Utopia 376
 2nd Karamu Hatuma
Yearling Bull:
 1st Castle Douglas Halcon
 2nd Stoney Creek Hank
Bull Calf:
 1st Karamu Ulysses
 2nd Castle Douglas MacGregor
 3rd Willowspring Winsome 456

Champion Junior Bull: Karamu Ulysses
Res Champion Junior Bull: Castle Douglas Halcon
Champion Senior Bull: Willowspring Utopia 376
Res Champion Senior Bull: Karamu Hatuma
Supreme Champion Hereford: Willowspring Miss Brit 355.
All Breeds Section: Hereford Placings
Yearling Heifer:
 1st Willowspring Rosa 414
Cow, 3 yrs & Over with calf at foot:
 1st Willowspring Miss Brit 355
Heifer Calf:
 1st Willowspring Miss Brit 441
 2nd Willowspring Minerva 434
Yearling Bull:
 2nd Castle Douglas Halcyon
Bull 2 yrs & over
 1st Karamu Hatuma
 3rd Willowspring Utopia 376
Bull Calf:
 2nd Castle Douglas MacGregor
Champion Female Beef: Willowspring Miss Brit 441
Reserve Champion Female Beef: Willowspring Rosa 414
Reserve Champion Male Beef: Karamu Hatuma
Supreme Beef Award & Ted Leeson Memorial Cup:
 Willowspring Miss Brit 355
Runner up to Supreme Beef Award:
 Willowspring Rosa 414

Auckland Easter Show 2013

There were nine Herefords at Auckland Easter show, only enough for a breed ring, supported by Willowspring and Gembrooke Studs. (All up there were 76 Beef animals entered in the show)

All Breeds Yearling heifer:
 1st Willowspring Rosa414 (10 entries)
Senior Female Interbreed Challenge:
 Willowspring Miss Brit 355 (7 Entries)
Interbreed Heifer Calf: 17 Entries;
 4th Willowspring Miss Brit 441
 6th Willowspring Minerva 487.
Interbreed group of three:
 1st Willowspring
InterBreed team of two:
 3rd Willowspring
The Easter Show Interbreed team:
 2nd Herefords
2013 MEAT & WOOL CUP :
 Willowspring Miss Brit 355,



Retired now, - clearing out the cupboards

The following items are for sale:

1 x Circuiteer hot air blower/drier, imported from USA. Powerful, two motors (two speeds), plus a misting unit. = \$ 1,000.00

Rolled leather halters and leads:

4 x large mature animal = \$60.00 per
 5 x Yearling size = \$50.00 per
 1 x small calf size = \$20.00
 4 x leather bull nose clip leads = \$15.00 per
 6 x brass nose show clips = \$25.00 per
 3 x 9" steel grooming combs = \$5.00 per
 2 x well used show sticks = \$10.00 per
 1 x bull nose punch = \$40.00
 \$1600.00 for the lot!

Look out for the June 'Hooked on Herefords' for our semen/embryo inventory.

Contact: Duncan Guy

156c Belk Road South, RD 3, Tauranga, 3173

Phone 07 543 3894 Cell: 0274 769 124

BULL SALE Promotions via NZ Herefords

* take the opportunity to promote your Sale in 2013 *

NEW WEBSITE TOOL – A personalized bull sale 'website tile' on the NZHA website.

A bull sale tile (featuring your stud logo) would sit as a header on the NZHA home page and upon clicking would link directly to your online Internet Solutions Sale Catalogue.

Hosting costs: plus gst

One Month - \$300, Two Months - \$400, Three months - \$600
 Remember there are other advertising opportunities available to breeders through the NZHA.

1. The NZHA bulk email system reaches over 240 breeders at \$100 +gst per bulk email.
2. Advertising in the bi-monthly member newsletter which is also placed online, found on the NZHA website, potentially reaching a world wide audience.
 Full pg: \$300 / Half pg: \$150 / Quarter pg: \$75, all +gst
3. NZHA Website – a link to your own stud website can be included under BREEDER websites on the NZHA site.
 Cost \$50 +gst per annum for hosting.



HP Welcomes New Processing Partner Cabernet Foods

Hereford Prime Beef NZ is delighted to introduce a new processing partner, located in the Wairarapa.

Cabernet Foods has joined the brand as its third family owned processing partner. Based at Gladstone, in the Wairarapa Cabernet joins existing processors Bowmont Wholesales Meats in Invercargill and Magills Meats in Te Awamutu.

Cabernet Foods are meat wholesalers and processors with their own supply chain and will be offering Hereford Prime supplying farmers a premium of 10cents/kg above schedule on carcasses that meet all quality criteria.

The schedule is published on their website, www.cabernet.co.nz and is updated weekly.

Chairman of Hereford Prime Laurie Paterson said the brand is delighted to have formed a partnership with Cabernet to supply Hereford Prime into the lower North Island.

“We are pleased to be involved with another family owned company which shares our philosophy on quality and has a wealth of experience in the industry,” he said.

“We’re looking forward to growing a strong relationship servicing clients in the region,” said Laurie.

Cabernet Foods managing director of processing and procurement, Lyndon Everton is looking forward to working with Hereford Prime.

“The strongly recognised Hereford Prime brand complements Cabernet’s service opportunities that our customer base have been seeking.”

He describes the family business as the country’s most versatile meat supplier.

“We have our own livestock buyers, nursery farms, processing plants, refrigerated delivery vehicles and dedicated sales team. So we are uniquely able to respond to our customers’ specific needs.”

“Today’s sophisticated consumer wants to know where their food has come from. Our flexibility and ability to tailor the supply chain gives us control over our products from paddock to plate,” says Lyndon.

Cabernet Foods has a lamb chain at Gladstone and currently processes beef at Ruakura in Waikato and Ashburton in Canterbury and plans are underway to build their own beef plant in the Wairarapa.

They will be sourcing cattle for Hereford Prime from the lower North Island and greater Waikato and while the plan is to gradually build a loyal following of the brand via their existing networks they hope to work closely with the Hereford Prime board to develop new relationships and outlets in restaurants and specialist butcheries.

Cabernet offer flexibility in that they own their own refrigerated transport trucks so both whole carcasses and boxed beef can be supplied to clients anywhere. It also means they can tailor the supply chain to suit different clients.

Livestock agent Richard Williams from Rural Co NZ is to act as procurement agent sourcing eligible cattle for the quality beef programme on behalf of Cabernet. Richard has 20 years experience in the livestock business covering territories including the top of the South Island and bottom of the North Island.

Eligible cattle must be pure bred Hereford or first-cross Hereford British beef breed (such as Shorthorn, South Devon or Angus). Carcase weights of 240-300kg are being targeted and the cattle should grade P. Cattle must also be 100% grass fed and be hormone and GE free.

All farmers supplying the award winning quality beef programme

will be provided with a feedback sheet providing the details of the measurements taken from each carcass. These measurements include marbling, pH, fat and meat colour and rib eye muscle size.

In the South Island Bowmont Wholesale Meats are working steadily to grow their market share and are now supplied product by Clover Exports in Gore.

Having Clover on board has grown the market and allowed the Flynn family to concentrate on growing their reach capitalizing on the potential.

Magills Meats are also growing market share with some North Island Affco plants now toll processing small numbers of Hereford Prime eligible cattle.

Cattle eligible for the programme must be:

- Pure bred Hereford or first cross Hereford British breed
- 240-300kgCW and grade P
- Grass fed
- Hormone and GE free
- Strict chiller assessment of ensures only the best beef is sold under the Hereford Prime brand.

To supply Hereford Prime, contact your nearest procurement agent:

Richard Williams (Cabernet): 021 519 153

David Whelan (Magills): 0274 784 941

(Accepting Hereford-Friesian first cross)

Robin Gamble (Bowmonts): 0274 338 941

Tony Pryde (Bowmonts): 0274 347 230

Wayne File (Affco): 021 502 222

or your nearest Affco agent (*Must be 75% Hereford*)

Award Winning Hereford Prime

Available at:

BOWMONT WHOLESALE MEATS,
Outepuni Ave, Invercargill — Ph 0800 146 328

MAGILLS BUTCHERY,
Jacob St, Te Awamutu — Ph 0800 624 455

FARRO FRESH,
Lunn Ave, Mt Wellington, Auckland — Ph (09) 570 7071

FARRO FRESH,
Parkway Drive, Mairangi Bay, Auckland — Ph (09) 478 0020

FARRO FRESH,
Westmoreland St, Grey Lynn, Auckland — Ph (09) 360 0499

MEDITERRANEAN MARKET,
Robins Rd, Queenstown — Ph (03) 4424161

RAREFARE,
Main North Rd, Papanui, Christchurch — Ph (03) 352 9047

www.herefordprime.co.nz



www.youtube.com/herefordprimenz



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