

# hooked on HEREFORDS

THE BI-MONTHLY NEWSLETTER OF THE NEW ZEALAND HEREFORD ASSOCIATION

AUGUST 2013

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## Diary Dates

**26TH SEPTEMBER 2013**  
COPY DUE FOR OCTOBER  
NEWSLETTER

**6TH-7TH NOVEMBER**  
NZHA COUNCIL MEETING,  
FEILDING

**13TH-15TH NOVEMBER**  
CANTERBURY SHOW

**6TH-8TH DECEMBER**  
ROYAL SHOW – MANFEILD  
PARK, FEILDING



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## President's Note

Greetings from the “winterless north” . As I write this a tropical low is bearing down on us producing very strong easterly winds and hopefully some reasonable rain, after what has been one of the driest Julys on record here and over much of the country. Perhaps we are in for a wet spring with calving and lambing about to start.

The autumn bull sales seem to have gone reasonably well with most recording averages on a par to above last year although some struggled to clear catalogues, no doubt a flow on affect from the drought and reduced cow numbers. With the spring sales only a matter of weeks away, there should be an element of optimism around with the increased dairy payout forecast, so hopefully these sales will go well.

You will all undoubtedly have seen the articles in the Farmers Weekly relating to genetic defects in beef cattle, starting with Angus and continuing with Herefords when I was approached for comment from the Hereford perspective. There are, however, some issues raised in the initial story on the front page of the Farmers Weekly that do need to be considered by members, especially by those selling bulls into the beef industry. The main issue is the “Fair Trading Act” and the seller’s responsibility to declare the status of an animal when selling a known carrier of defect genes as it has been reported that some breeders continue to sell carrier animals to people that are unaware of the status of that animal. Fundamentally, breeders are not exempt from the FTA and need to think carefully about the status of animals presented for sale and the flow on effect to future business

and that of the Breed collectively.

Murray Meads has resigned as CEO of PBB after 16 years involvement with the company. On the 1st August Murray takes up his new part time role as Events Director for Hotwire Events - the PBB subsidiary organisation which is involved in the Royal Show in Fielding later this year, Beef expo and organising the autumn beef field days around the country. We thank Murray for his contribution to the beef industry and more particularly to Herefords over the years he has been running PBB and look forward to working with him as ED for Hot Wire Events. It is envisaged that a replacement will be appointed before the end of the year and until then it is “business as usual” – we have a fantastic team in the Office at PBB and you shouldn’t notice any change in services. Tammy Hendra has resigned from her role selling and servicing HM4. Support for users of this software is available from Linda Shailer from now on and any technical problem that Linda is unable to advise on - Brett Wilcock is available to assist. PBB is undergoing further restructuring over coming weeks and once consultation with staff has been completed, there will be further communication with members over the plans to improve the future viability of the company.

All the best for a successful calving and good spring growth.

Regards  
Philip Shepherd



## OFFICE ENQUIRIES

**NZHA Enquiries** Donna Abbiss is available between 9am - 4.30pm, Monday and Wednesday OR Megan Ellett Tuesday and Thursday 8.30am -5.00pm. hereford@pbbnz.com

**HP & NZHA Projects** Natalie Campbell is available 9am-4pm Tuesday, Wednesday, Thursday OR herefordprojects@pbbnz.com

**NZHA Registry** Linda Shailer, is available to assist with your Hereford registry enquiries between 8am - 4pm, Monday to Friday. lindas@pbbnz.com

**DNA Services** Sharyn Anderson, 8.30am - 4.30pm, Monday to Friday. sharyn@pbbnz.com

**Tag Ordering** through the PBBNZ office, Monday to Friday. tags@pbbnz.com

**Pivot Design** Adele Gray, 9am - 4.30pm, Monday to Friday. adele@pivotdesign.co.nz

# Registry Report

**GROUP RUN CUT OFF** is the 3rd of each month. An email will be sent from Breedplan alerting you to a report ready for downloading from Internet Solutions. You will only receive a report if you have data entered into the group run. The report will only be available until overwritten by the next month's run.

**DNA PROFILES** are required on all mating sires. They can be checked on the Hereford website under "Animal Enquiries". Remember even if it's not your bull, you will need to ensure there is a DNA profile to register progeny in your herd.


**HYPOTRICHOSIS** testing of males needs to be completed prior to transfer.

**ONLINE REGISTRATIONS & PERFORMANCE RECORDING**  
Contact me if you wish to register and performance record your herd data online. A 50c/animal discount applies on registrations when submissions are accurate.

**OBSERVED PADDOCK MATINGS** Using the 'Observed Paddock Mating' service code 'O' when recording calves - a mating date must be submitted, when entering the 'O' or 'A' code. This must be an observation of the successful mating - signs that a cow has been bulling is not sufficient. The use of tail paint or heat detectors is recommended.


Linda Shailer, Registry

**REMINDER:** - When importing genetics please refer to the 2013 NZHA Rule Book.



**COLRAINE  
KANUKA  
HEREFORDS**

**— Kairuru Garner 090003 —**



**- 2011 BEEF EXPO CHAMPION BULL  
SIRE OF 2013 BEEF EXPO CHAMPION FEMALE**

*Two crops of AI progeny at CK Herefords have been consistently short gestation length and easy calving.*

Hypo free and Semen currently held in Australia

**• Sire - Kairuru Davies**  
Outstanding maternal bull  
Trait-leader for GL, 400, Milk & Scrotal  
Used in 5 top herds NZ wide

**• Grand Sire - Harvie Ladies Man**  
Trait-leader for GL, 400, Milk & Scrotal  
Sire of an exceptional line of yearling heifers at CK Herefords

**Semen Packages**  
(minimum 10 straws)

Number Of Straws	Price (\$)
10 – 20	NZ\$45
21 – 40	NZ\$40
40+	NZ\$35

Prices are gst exclusive and are in NZ dollars

**CONTACT: Andrew Russo, Kanuka Polled Herefords**  
+64 07 873 1515 - andrew.r@vetfocus.co.nz

**Colin Corney, Colraine Polled Herefords**  
+64 07 823 6252 - colraine.herefords@farmside.co.nz

## SEMEN FOR SALE

# "POURAKINO DOWNS JASPER" 713



*"I cannot stress enough of this bull's great constitution and soundness."  
- Roger Keach*

Currently "Jasper" has to be one of NZ's best breeding Hereford bulls.

- Tremendous Thickness on Top & Hindquarters.
- Excellent Feet & Legs, Temperament,
- 100% Eye Pigmentation.

First 2 crops of sons have averaged \$6010 with a top \$11,000 (2012 Beef Expo) (Australian Semen Rights sold to Mawarra Herefords.)

PACKAGES AVAILABLE -  
50 straws @ \$50.00 /straw + GST  
25 straws @ \$60.00/ straw + GST

JULY 2013 HEREFORD GROUP BREEDPLAN															
	DIR	DTRS	BIRTH	200	400	600	MCW	MILK	SS	CAR	EMA	RIB	RUMP	RBY	IMF
EBV	-1.3	+1.4	+5.0	+27	+50	+67	+62	+19	+0.9	+44	+4.1	+0.9	+1.5	+0.8	-0.1
ACC	52%	38%	90%	86%	86%	87%	76%	54%	76%	73%	59%	64%	70%	62%	64%

Enquiries to: **Roger Keach**, PGG Wrightson, **0274 325 766, 03 417 8628**  
**Wayne Williams**, "Glacier Horned Herefords" **03 7510 826**

NEW ZEALAND INDEXES \$			
HP	Export	Maternal	Terminal
<b>+\$75</b>	<b>+\$80</b>	<b>+\$57</b>	<b>+\$44</b>



## SET YOUR COWS UP FOR A HEALTHY CALVING



Crystalx Dry Cow is designed to balance pasture mineral deficiencies and build up nutrient reserves before calving. This promotes good health and performance in breeding cows. In particular Crystalx Dry Cow helps maintain optimum blood magnesium levels.

**Lick to turn pasture into production.**

Available from **Ballance Agri-Nutrients**. Call 0800 222 090 or visit [www.crystalx.co.nz](http://www.crystalx.co.nz)



# NZ Herefords Ambassador - Australian visit 2013

Included in the Ambassador group which recently attended the 2013 domestic NZ Hereford Ambassador Tour (Waikato) was a Young Australian Hereford breeder; Tom Nixon, selected by Australian Hereford Society as their 2013 Hereford Ambassador.

This Trans-Tasman relationship is to see a reciprocal arrangement occur before year end, whereby a NZ Ambassador will be selected to visit Australia with a programme arranged by the Australian Hereford Society (AHS).

NZ Herefords along with the AHS are pleased to call for interested NZ breeders to apply for a sponsored exchange experience to Australia in November 2013. Candidates would need to offer the following personal qualities and attributes to be in contention for this experience:-

- » Ideally 25-35 years old
- » Proven commitment to stud Hereford breeding
- » Recognised as a contributor to NZHA and/ or beef industry initiatives
- » Demonstrate knowledge of industry issues, animal husbandry and genetics, and NZHA policies
- » Demonstrate ability to add value to future NZHA initiatives
- » Of high personal calibre and character, showing NZHA in a positive light in all dealings with exchange contacts

- » Prepared to table a report to NZHA and Herefords Australia on the experience and learning's from the trip

**The visit, as per Australian Herefords Society (AHS) proposed itinerary, would encompass part or all of the following:-**

- » 2-3 days in Armidale, with time spent in AHS office and at ABRI/AGBU with Andrew Byrne looking at BREEDPLAN's operations.
- » A trip to the Wilcannia area (central west NSW) to view lines of commercial Herefords (on the property of AHS Director, Charles Townsing)
- » Tom Nixon is keen to host his reciprocal Ambassador on his property in southern Queensland. An opportunity is present to visit other properties in the region including AHS Chairman, Steve Reid and notable cross breeding operations.
- » Hosted visits to a number of Stud and Commercial breeders in NSW and Victoria

This Ambassador opportunity is certain to enhance your understanding of Australasian Hereford industry issues, provide invaluable contacts and increase your appreciation of Hereford cattle in diverse environments. Interested? Apply to NZHA for further information. **Expressions of interest close August 15th.**

ROYAL  
SHOW  
New Zealand



HOSTED BY THE  
MANAWATU  
CONSORTIUM

MANFEILD PARK,  
FEILDING  
6-8TH DECEMBER 2013

Herefords scooped the pool at the Waikato Show last year so let's do it again at Manfeild.

Limited paddocking for long distance exhibitors may be available at Awhea.

**Schedules to be mailed early September.**

Any enquiries please phone:  
**Lorraine and Mike Langtry**

Ph 06 328 5990



**BEEF EXPO 2014**

With the successes of the Tru-Test Super Sires and Honda Motorcycles unled Impact Sires classes at AgInnovation/Beef Expo this year, now is the time for breeders to be considering entering a bull in either of the classes for 2014.

Both classes had excellent average prices which makes it a good time for breeders to put bulls forward and support these classes.

North Island enquiries or expressions of interest should be directed to Kevin McDonald 07 333 8068 or Mike and Lorraine Langtry 06 328 5990 and South Island enquiries and expressions of interest to James Murray 03 319 4331

# MateSel

## Optimised Mating Allocation



Deciding which bull is mated to which cow has a major impact on the rate of genetic improvement, inbreeding levels and overall profitability being achieved by a herd.

MateSel enables breeders to optimise breeding outcomes by creating a suggested mating list based on a list of candidate sires and dams.

MateSel is a valuable addition to the BREEDPLAN suite of tools and provides beef cattle seedstock producers with a guide for objectively optimising mating allocations to reflect their breeding goals and creating long term, sustainable genetic gains. The genetic gains are based on a nominated selection index, while constraints are applied on inbreeding to ensure genetic diversity is maintained or improved.

Developed by Brian Kinghorn at the University of New England, MateSel has been implemented in the American pig industry to great effect with sustainable genetic gains being achieved whilst maintaining diversity, all resulting in improved profits.

### What does MateSel do?

MateSel creates a list of optimal matings for a group of candidate animals limited by parameters as set by the individual breeder. Using the MateSel software a breeder can:

- » Set parameters and constraints for the MateSel analysis such as the desired breeding objective (i.e. a target selection index) and the breeding strategy being targeted including “Diversity”, “Balanced” or “High Gain”
- » Nominate a list of candidate sires for the breeding program. This can range from a specific list of animals that are known to be available, to a broad list of potential animals for the breeding program.
- » Select a list of candidate females available for mating based on inventory lists, age groups, last calving and registration status.
- » Specify mating groups to suit their joining program including such things as heifer versus mature cow matings, and natural versus AI matings.
- » Set maximum usages for sires and minimum cow mob sizes for natural matings.

Once the MateSel analysis is completed based on the breeder specified parameters, a MateSel report and suggested mating allocation list (in csv format) will be provided.

### The MateSel report consists of several sections including:

1. Mating list sorted by sires
2. Mating list sorted by dams
3. Summary outcome statistics comparing dams, sires and progeny
4. Graphs showing effect of MateSel strategy on BREEDPLAN EBVs and Indexes
5. Graphs showing effect on inbreeding and age structure

### What Benefits does MateSel have for Individual Breeders

#### MateSel enables individual breeders to:

- » Maximise the rate of genetic gain in their herd and manage inbreeding at the same time
- » Add significant value to their business by way of additional genetic gain and management of inbreeding to offset the cost of pedigree and performance recording
- » Save significant time previously spent compiling mating lists.
- » Make informed decisions about semen purchases, which bulls to use, animal selection or culling, mating group formation and mate allocations
- » Include objectivity and proven science in their mating decisions

### How do Breeders Access MateSel?

There are 2 simple steps involved in the MateSel analysis

1. The breeder nominates a list of candidate sires and dams.
2. The breeder outlines the MateSel parameters including the “target” selection index, maximum number of matings for each sire, minimum cow mob size for natural matings, and selects from one of three breeding strategies ranging from “High Gain”, “Balanced” and “Diversity”.

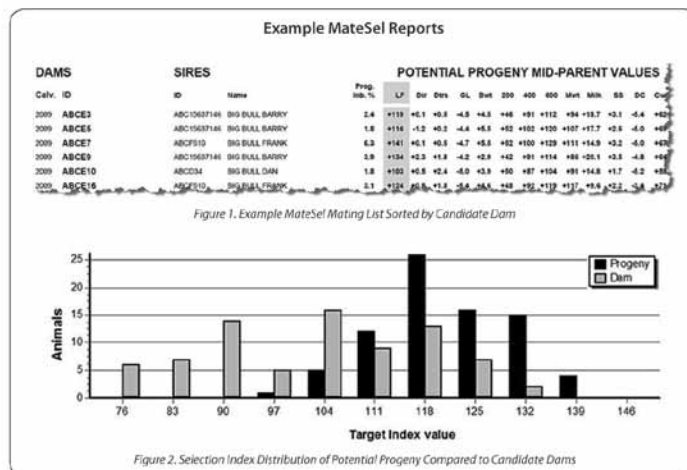
The above information is provided to a BREEDPLAN MateSel operator via an Microsoft Excel template available on the BREEDPLAN website.

Development is underway so that BREEDPLAN members will be able to access the MateSel software through a webinterface via a secure login and undertake the MateSel analysis on their own herd, in their own time, without the need for a consultant.

### Can MateSel be utilised by all Seedstock Herds?

As MateSel optimises the rate of genetic progress based on a selection index, MateSel can only be utilised by herds that are:

- » A current member of BREEDPLAN.
- » A member of an Australian Breed Society that has at least one selection index published.
- » Be a member of an Australian Breed Society that has an ILR2 Pedigree and Performance database system.





# Miniature Matters

Lake Okareka, Rotorua was again the venue for the New Zealand Miniature Hereford Breeders' Group's AGM at the end of June. The Russell's "Red Barn" proved to be a great place for both accommodation and meetings. We had a record turn-out of over twenty breeders, including new ones and the weekend weather smiled on us so we really enjoyed our get-together despite frost and fog at the beginning of the day.

Councillors elected for the coming year are Graham Hunkin (Chairman), Debra Hamilton (Secretary), Helen Russell (Treasurer), Dimi Cooper (Registrar), Janet Poole (Editor), Elaine Retter and Stephen Collier.

Lunch was a leisurely affair after the AGM with more food than we could eat and a very relaxed atmosphere. Breeders were able to exchange views, seek advice and generally become aware of how the Group operates. After lunch there was a demonstration of height measuring to establish frame scores then the cameras came out to capture those present before members had to depart.

Plans are being made to hold next year's AGM in Ashburton so South Island breeders have a chance to take part. This time it may be held in the Autumn which is really beautiful down south and rather warmer than now.



NZHA-RR-AUG13

## "Did you know?"

**That as a NZHA member, you benefit from:**

- Preferential discount off all purchases
- Interest free credit on purchases
- Association sponsorship based on your spend
- Referral reward program

When opening a Goldpine NZHA credit account\*



\*subject to meeting normal credit criteria


**For more information contact NZHA or your local Goldpine representative.**

**0800 2 GOLDPINE (0800 2 465 374)**

MONYMUSK  
**EIFFEL TOWER**  
146017

## TOP PRICED BULL AT 2011 BEEF EXPO

A bull with balance, bone, outlook, muscle & a great top  
A proven sire - Outstanding calves with quiet temperament  
Positive fats and good EMA



SEMEN AVAILABLE FROM  
WAIKAKA GENETICS

YOUR TICKET TO SUCCESS

# WAIKAKA'S LANDMARK SIRE

Laurie 0274365747  
Ross 0274283326  
www.waikakagenetics.com  
www.facebook.com/waikakastuds  
www.twitter.com/waikakagenetics

July 2013 Hereford 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)	Maternal Value (kg)	Scrotal Size (cm)	Days to Calving	Carcass Wt (kg)	Eye Muscle Area (sq cm)	Rib Fat (mm)	Rump Fat (mm)	Retail Beef Yield (%)	IMF (%)
EBV	+2.5	+0.1	-	+4.6	+31	+47	+73	+58	+16	+16	+1.9	-	+47	+3.4	+0.6	+1.0	+0.9	-
Acc	55%	41%	-	85%	81%	74%	73%	62%	54%	61%	75%	-	60%	45%	48%	52%	45%	-
Breed Avg. EBVs for 2011 Born Calves <a href="#">Click for Percentiles</a>																		
EBV	-0.4	+0.8	-0.1	+4.3	+28	+44	+63	+61	+13	+20	+1.4	-1.8	+38	+2.8	+0.2	+0.2	+0.8	+0.0



# NOMINATIONS WANTED

## Honda Motorcycles Herd of Excellence 2013-14

The Honda Motorcycles NZ Herefords Herd of Excellence is again open to nominations from clubs or individuals for the 2013-14 round. Breeders from anywhere in NZ can make a nomination, but the nominee must be a North Island breeder.

**The 2013 competition is open to any NZHA North Island breeder – irrespective of herd size. The overall winner will be deemed a ‘quality Hereford operation’ over and above other operations entered in the competition, regardless of herd size differences.**

A panel of judges will be invited to review all entrants based on the written farm profile submitted by all entrants. Depending on numbers, finalists may be selected based solely on the written profiles. However if small numbers (ie less than five) of nominations are received it is likely that all entrants will be visited. The winning Herd of Excellence will be announced in conjunction with the NZHA meal at AgInnovation/Beef Expo 2014.

### Nominations:

All financial NZHA members are welcome to make a nomination. A nomination can be undertaken by an individual, syndicate or affiliated Hereford club. Breeders are also welcome to nominate themselves. A nomination form has been included with this edition of the newsletter for convenience. If nominating another party, it is crucial the nomination form be signed by the breeder being put forward to the office.

When considering breeders for nomination please keep in mind the following aspects; quality of the Hereford herd, performance of the herd, marketing, overall farm performance, farm presentation, sustainability (both financially and environmentally), the breeders' contribution to Herefords and their own community.

Once nominations have been received by the close off date, Friday October 25 2013, (see time line) all nominees will be provided with and asked to complete a written farm profile within a given time frame and return it to the NZHA office.

### The judging process:

The judging panel, appointed by the NZHA Council and office will be provided with copies of all written profiles from which they will select the herds and properties to be visited in person in late summer/early autumn. That same judging panel will visit all those finalists in consecutive visits before making their final decision for the recipient of the Honda Motorcycles Hereford Herd of Excellence title.

### Public Event:

A public event recognising and celebrating the achievement is to be hosted by the recipient/s of the Honda Motorcycles NZ Herefords Herd of Excellence title. All entrants are asked to indicate an approximate time of hosting such an event at time of entry.

### Testimonials from past entrants:

"Entering the Herd of Excellence Award has been a great experience, not only the satisfaction and pride of winning the award, but also the benefits we have captured from the process. The judges made a real effort to understand the objectives we have with our Hereford herd and how they contribute to our whole farming system. The judging process proved to be very enjoyable, and through their discussions also very beneficial to us. The three judges, all successful in their own businesses, were always very positive and provided some really interesting and valuable ideas for us to consider.

Cath and I recommend breeders to put any initial apprehension aside, and seriously consider entering the Hereford Herd of Excellence. At all levels and whatever the outcome, the experience can only be positive and beneficial for those entering."

*Mike and Cath Cranstone, Riverton Herefords 2012 Honda Motorcycles NZ Herefords Herd of Excellence Winners.*

"The Herd of Excellence competition is a robust and valid competition which we would highly recommend breeders enter. The judges were outstanding doing a great job extracting meaningful information from our business model. The commercial reality of the competition gives it real credibility and we certainly learnt a lot from the process. We thank the sponsors for contributing to the success of the competition and we will definitely look to enter again in the future."

*Sam and Gemma Hain, Hain Herefords.*

## Time Line

August 2013

Call for nominations.

Friday 25 October 2013

Nominations close.

Monday 4 November 2013

Written profiles sent to entrants.

Monday 9 December 2013

Deadline for return of written profiles.

Early January 2014

Copies of written profiles sent to judging panel for consideration.

Late January 2014

Judges lodge list of herds to be judged with NZHA office and all entrants to be notified of outcome of first judging round (if applicable)

February-April 2014

Judging panel to visit finalists at a time convenient to all parties.

Late April 2014

Judges to have lodged final decision with NZHA office.

May (AgInnovation/Beef Expo) 2014

Winner announced!



# Northland Hereford Breeder's Association Report

– August 2013.

It only takes a few seconds for a new 'star' to be born as was proved when Bill Lambeth made his debut on Seven-Sharp recently! No doubt the autograph books will be out for future meetings with him. To have the Te Puna Bull Sale featured was a big plus even if we didn't see enough of the top quality stock Cam Gerrard always parades. We did, however, visit Te Puna on our annual Herd Walk in April and were able to admire the animals at our leisure.

The Herd Walk was in the northern regions and studs visited were Te Puna (Cam Gerrard – Kaikohe), View Point (Glen Ireland – Okaihau), Orira (Karl Farms - Okaihau), Waimaire (Paul Shepherd) and Otengi (Philip Shepherd) both at Kaeo. Pampas Lane (Bill Grounds – Broadwood) was on the list but owing to the drought there was no available water at his yards. Visitors who joined the 'Walk' were Ian Mathieson (Morrinsville), Colin Corney (Ohaupo) and PGG Wrightson's Bruce Orr and Cam Heggie. Lunch was at Philip and Shirley Shepherd's hilltop home with views through the big windows overlooking a beautiful part of the Bay of Islands.

Congratulations to Matapouri Herefords for its successes at the Beef Expo in the unled heifer classes.

Overall, the Hereford two-year-old bull sales have shown an



*Te Puna cow and bull*

improvement this season with some very good prices fetched. The trend should continue with the yearling sales later in the year. The winter has been relatively kind so far with sufficient feed available and most stock in good condition. For some breeders calving has started so let's hope the coming spring continues to provide reasonable weather.

## What a year for **MONYMUSK** What a year for **HEREFORDS**



**MONYMUSK GALLANT 110089**

**\$71,000 purchased by Grassmere,  
Westholm, Duncraigen & Matariki Studs**



**MONYMUSK GRANT 110062**

**\$23,000 purchased by  
Charwell & Karamu Studs**

**MANY THANKS TO THE PURCHASERS OF GALLANT AND GRANT AND TO THE UNDERBIDDERS**

*Our unwavering focus on well structured, thick, deep well muscled cattle continues next year with another great line up of bulls*

**Come and see us at 508 Gillespie Rd, RD1, Te Anau. Chris, Jayne & Henry Douglas  
Ph/Fax: 03 249 8588 Cell Chris: 027 549 8588 • Cell Henry: 027 291 4414 •  
Email: monymusk@xtra.co.nz • [www.facebook.com/Monymusk](http://www.facebook.com/Monymusk) - Polled Herefords**



# BOWEN

POLL HEREFORDS

*New Record Breaking Sire*



**\$90,000 Days  
Calibre G74  
Semen  
available  
mid Oct '13**

- Dubbo National Champion Bull 2013.
- Purchased by Bowen & Melville Studs
- Right Dam Allendale Dawn C62



**View Video – [www.bowenstud.com.au](http://www.bowenstud.com.au)**

**50 straws - \$5000 NZ\$ / 20 straws - \$2500 NZ\$**

**TESTED FREE FOR  
Idiopathic Epilepsy, Dilutor & Hypotrichosis**

JULY 2013 HEREFORD GROUP BREEDPLAN

	DIR	DTRS	GL	BIRTH	200	400	600	MCW	MILK	SS	CAR	EMA	RIB	RUMP	RBY	IMF
EBV	-1.4	+2.2	-2.5	+5.5	+41	+69	+95	+97	+15	+3.9	+64	+5.4	+0.0	+0.1	+1.2	+0.6
ACC	44%	37%	61%	73%	69%	69%	62%	62%	51%	77%	59%	54%	57%	61%	53%	56%

NEW ZEALAND INDEXES \$

DM	DT	EM	HP
+\$74	+\$57	+\$110	+\$104

**FOR SEMEN SALES CONTACT Bowen Pastoral Co. Stephen Peake  
email: [bowen@northnet.com.au](mailto:bowen@northnet.com.au) [www.bowenstud.com.au](http://www.bowenstud.com.au) Ph +61 2 67821756  
or Stuart Robbie Ph 06 376 6459**

# Beef is beef...?

*Reproduced courtesy of Heartland Beef 2013*

Beef is beef – or is it? Does an injection of dairy genes into a beef herd mean the meat will be different once the skin comes off?

Recent research comparing meat characteristics of four breed lines of crossbred 20-24 month old steers suggests there are no significant differences between different dairy and beef breed cross animals. The parameters tested included pH, meat colour, fat colour, shear force test (tenderness), expressed juice drip loss, cooked weight loss, muscle fibre makeup, intramuscular fat levels and fatty acid composition. The IMF and fatty acid composition results are yet to be released and may show variability although there were no significant differences in the ultrasound scanning IMF levels.

Massey University beef researcher Rebecca Hickson led the research using the Beef + Lamb NZ funded efficiency cowherd on the university's Tuapaka research farm and says the results are interesting as they conflict with common opinion in the industry and the price signals that buyers at auction give to producers.

"All the steers were ½ Hereford and at least ¼ Angus, so the dairy component is obviously diluted and doesn't impact on meat quality, but the dairy genetics of the dam do inject a high milking potential which is good for pre-weaning growth."

Born in 2010 to dairy beef cross or purebred Angus mothers and

a Ezicalve Hereford sire, growth rates of the Hereford X Angus X Friesian (HxAxFr) and Hereford X Angus X Kiwicross (HxAxK) calves showed greater daily gain, reflecting the higher milking potential of the dairy cross dams, with the Hereford X Angus X Jersey (HxAxJ) cross and the non-dairy cross Hereford X Angus (HxA) smaller than the other two at weaning. The heifer calves were sold as yearlings through the Feilding weaner fairs in 2011 and black whitehead calves (predominantly HxAxF and HxA, but including some of all breeds) sold at a \$45/hd premium over brown, whitehead calves (HxAxJ and HxAxK) of the same liveweight.

"The Hereford x Angus grew at a faster rate post-weaning but the similarities in meat quality suggest the premium was not based on anything the farmer would get paid for after slaughter," Hickson said.

The next crop of calves are 18 months old and will be finished to final weight before undergoing similar testing.

Feed efficiency and production efficiency would be interesting to study, Hickson said, given that the heaviest (Angus) cows weaned the smallest calves but they made up ground post-weaning and grew to produce heavier carcasses than HxAxJ and HxAxK lines.

"The cow efficiency experiment so far shows that although the straightbred Angus cows were in better condition through good and bad periods, their weaning efficiency is less."

By slaughter time, the HxAxFr steers were the biggest but the HxA had the highest dressing out 51%, followed by the HxAxFr at 50% and the two dairy crosses, HxAxK and HxAxJ at 49%.

## STUD BULL DISPERSAL

### CASTLE DOUGLAS HEREFORDS



◀ **Karamu Hatuma**  
- HB no 1112090012  
Big bull very correct with good bone and great temperament.



▶ **Castle Douglas Halcyon**  
HB no 1666110001  
Like his sire with length and presence again great temperament.

Both bulls BVD negative, Hypotrichosis, Dilutor, Idiopathic Epilepsy free.

*Viewing welcome any time.*

**Douglas McCartney**

491 Wainui South RD, RD8, Tauranga, 3180.

Ph: 07 548 1997, Mob: 0210 244 6099.

Agent: **Bruce Orr**, PGG Wrightson, Mob: 0275 922 121

## Kairaumati

POLLED HEREFORDS

**Annual Sale 10th September,  
68 Ngataipua Road Thames  
12.30pm**

Sale includes a top son of Matariki Vercoe, Otapawa Spark and Wirruna Daffy and sons of Kairaumati Overland a bull in the top 1% for dairy indexes and the top 5% Hereford Prime/Maternal and Export/Maternal.

All bulls are fully performance recorded.

**20** 18 Month bulls **21** Yearling bulls

View sale lots on our website or Youtube, search Kairaumati Polled Herefords and EClare Productions

Contact Roy or Kaye Ward Ph 07 8666 821 mob 0211287174 or kairaumati@gmail.com

## Future research focus for cow efficiency herd:

- » Cow longevity: Looking at whether udders are more likely to break down in the dairy cross breeds by measuring calf colostrum levels. Dairy assessors have inspected the cows at 4 years and beef cow structure assessors will inspect them at 5 years of age. Angus cows tend to be 1 BCS better throughout life – but what are the impacts on longevity/ pregnancy rates, particularly in periods of feed shortage.
- » Breed effect on post-partum anoestrus – looking at whether there is an advantage in Jersey breed
- » Environmental impact over winter – running different breeds but same kgLW/ha on hill country examining pugging damage, using pasture cages to compare rates of pasture recovery and accumulation.
- » Effects of different feed delivery on growth rates – calves will be wintered on four treatments; set stocked on pasture, break-fed and back fenced on pasture, break-fed on oats, break-fed and back fenced on pasture with wet weather option for feeding baleage on feed pad in rain. Looking at growth, welfare (lying time, effect of mud) and pasture damage and repair.

## FACT BOX:

- » Steer beef carcass comparison trial
- » Breed crosses:
  - » Hereford X Angus X Friesian
  - » Hereford X Angus X Kiwicross
  - » Hereford X Angus X Jersey
  - » Hereford X Angus
- » Calves born 2010, heifers sold as weaners, 78 weaner steers kept through to 21-25 months, finished at 300kg CW, growth rate measured throughout life, carcass data captured after slaughter.
- » Traits measured:
  - » pH
  - » Warner-Bratzler shear force test (tenderness)
  - » Expressed juice drip loss
  - » Cooking weight loss
  - » Muscle fibre makeup
  - » Fat colour
  - » Meat colour
  - » Intramuscular marbling
  - » Ultrasound scanning marbling score at 12/18/24 months

# Hereford Prime's Strategic Business Objectives

## Aim:

Hereford Prime's main aim is to capture a premium for all Hereford derived cattle.

## Goal:

To add value to the members of the NZHA (our shareholders) through direct input into the beef market through branding and through influencing other companies to develop Hereford brands as competition and therefore add value to our stake holder's business.

## Position statement:

To introduce highly specified Hereford Prime Beef to the NZ dining tables.

## Our vision:

To without compromise equal or better diners expectations of quality table beef.

## Hereford Prime Thank You Board

*We Appreciate The On-Going Support of The Following People:*

Martin and Mary Taylor, Glenbrae

The Hansen Family, Hukaroa

Peter Davies, Charwell

Morrison Family, Ardo

Langtry Family, Awhea

Cranstone Family, Riverton

Paterson Family, Waikaka

Mark McKenzie, Maungahina

Phil Barnett, Kaitoa



## WHERE TO DONE ON HEREFORD PRIME

### North Island

#### CAMBRIDGE

Five Stags  
9 Campbell Street, Leamington  
(07) 823 3566  
[www.fivestags.co.nz](http://www.fivestags.co.nz)

Lily Pad Cafe  
1242 Kaipaki Road, RD 3  
07 823 9134  
[www.thelilypadcafe.co.nz](http://www.thelilypadcafe.co.nz)

Nash Wine Bar and Restaurant  
Lake Street  
07 827 5596

Onyx Cafe and Bar  
70 Alpha Street  
07 827 7740  
[www.onyxcambridge.co.nz](http://www.onyxcambridge.co.nz)

Sarnia Park  
151 Maungatautari Road  
07 823 3421

Oasis Cafe  
35 Duke St  
07 823 4050

Gourmet Delicious  
22a Taylor Street  
07 827 6000  
[www.onyxcambridge.co.nz](http://www.onyxcambridge.co.nz)

GPO Bar & Brasserie  
43 Victoria St  
07 827 5595

#### HAMILTON

The District Espresso Bar & Eatery  
No 19 Home Straight, Te Rapa  
07 849 6785

Bluestone Steakhouse  
186 Victoria Street South  
07 839 5152  
[www.bluestonesteakhouse.co.nz](http://www.bluestonesteakhouse.co.nz)

Em>Bar>Go  
12 Garden Place  
07 834 1353  
[www.embargo.co.nz](http://www.embargo.co.nz)

Gerards Restaurant & Bar  
Aaron Court Motor Inn  
250 Ulster Street  
07 839 5949  
[www.aaroncourt.co.nz/gerards](http://www.aaroncourt.co.nz/gerards)

Gostiona Restaurant  
3302 Ohaupo Road  
07 843 5431  
[www.gostiona.co.nz](http://www.gostiona.co.nz)

Iguanas Street Bar and Restaurant  
203 Victoria Street South  
07 834 2280  
[www.iguana.co.nz](http://www.iguana.co.nz)

Keystone Bar and Restaurant  
150 Victoria Street South  
07 839 4294  
[www.keystonebar.co.nz](http://www.keystonebar.co.nz)

Little George  
15 Hood Street  
07 834 4345

Metropolis Cafe  
211 Victoria Street  
07 834 2081  
[www.metropoliscaffe.co.nz](http://www.metropoliscaffe.co.nz)

Scotts Epicurean  
181 Victoria St  
07 839 6680  
[www.scottsepicurean.co.nz](http://www.scottsepicurean.co.nz)



Smith & McKenzie Chophouse  
13 Lynden Court, Chartwell Square  
07 855 1400  
www.smithandmckenzie.co.nz

The Bank Bar and Brasserie  
Cnr Victoria & Hood Streets  
07 839 4740  
www.thebank.co.nz

The Helm Bar & Kitchen  
22 Ulster Street  
07 839 2545  
www.thehelm.co.nz

Verandah Cafe and Function Centre  
Off Ruakiwi Road (Hamilton Lake)  
07 838 9975 Cafe or 07 838 0692  
(function enquiries)  
www.thehelm.co.nz

Victoria Street Bistro  
153 Victoria Street  
07 839 4444  
www.victoriastreetbistro.co.nz

Woodbox Winery Restaurant and Bar  
Cnr Mystery Creek Road & Angus  
Road  
07 823 6411  
www.thewoodbox.co.nz

**KAITAIA**  
Orana Motor Inn Restaurant and Bar  
238 Commerce Street  
09 408 1510

**MATAMATA**  
Horse and Jockey Inn  
81 Arawa Street  
07 888 9972  
www.horseandjockeyinn.co.nz

Workman's Cafe & Bar  
52 Broadway Street  
07 888 5498

**ROTORUA**  
Macs Steak House  
1110 Tutanekai Street (Lake End)  
07 349 9270  
www.macssteaks.co.nz

Nikau Restaurant, Millennium Hotel  
Corner Eruera & Hinemaru Streets  
07 347 1234

The Gantry Cafe and Restaurant  
5 Western Road, Ngongotaha  
07 357 4400

Triple 1 Five  
Tutanekai Street  
07 347 1115  
www.1115.co.nz

**TE AWAMUTU**  
Churchill Café  
Corner Arawata Street and Ohaupo  
Road  
07 871 8830

Fahrenheit Restaurant & Bar  
Upstairs, 13 Roche Street  
07 871 5429  
www.fahrenheitrestaurant.co.nz

Radish Catering  
Benson Road  
0274 361 799  
www.radishcatering.co.nz

**TIRAU**  
Alley Cats  
Main Road  
07 883 1107

Okororie Hot Springs Hotel  
Somerville Road, RD 2  
07 883 4876

Loose Goose Café Restaurant and  
Bar  
7 Main Road  
07 883 1515  
www.loosegoose.co.nz

**WAIHI**  
Waihi Beach Memorial R.S.A.-  
Gunners View Restaurant  
99 Beach Road  
07 863 5688

**OTOROHANGA**  
The Big Apple Café  
SH 3 584 Main South Rd  
07 873 8753  
www.bigapple.co.nz

The Thirsty Weta Bar & Eatery  
57 Maniapoto Street (Main St)  
07 873 6699  
www.theweta.co.nz

**WAITOMO**  
Waitomo Adventures  
Waitomo Caves Road  
0800 924 866

**RETAIL STORES**  
Farro Fresh  
80 Lunn Avenue  
Mt Wellington  
AUCKLAND  
Phone: 09 570 7071  
Fax: 09 570 7076  
www.farrofresh.co.nz

Farro Fresh  
Constellation Drive  
(Right next to the motorway)  
Mairangi Bay  
AUCKLAND  
Phone: 09 478 0020  
Fax: 09 478 0019  
www.farrofresh.co.nz

Farro Fresh  
Grey Lynn  
34 Westmoreland Street West  
(off Richmond Rd, behind Mitre 10)  
AUCKLAND  
Phone: 09 360 0499  
Fax: 09 360 0498  
www.farrofresh.co.nz

My Food Bag  
0800 4 MYFOODBAG  
PO Box 137374  
Auckland 1151  
www.myfoodbag.co.nz

## South Island

**AKAROA**  
Bully Hayes Restaurant & Bar  
57 Beach Road  
03 304 7533

**ARROWTOWN**  
New Orleans Hotel  
27 Buckingham Street  
03 442 1748

The Postmasters  
54 Buckingham Street  
03 442 0991

**BLUFF**  
Foveaux Hotel  
40 Gore Street  
03 212 7196

**DUNEDIN**  
No 7 Balmac Restaurant & Bar  
No. 7 Balmacewen Road, Maori Hill  
03 464 0064

**FORTROSE**  
Stirling Tides  
Moray Terrace  
03 246 9888

**FRANKTON**  
Hamills Restaurant & Bar  
Remarkables Park Shopping Centre  
03 451 0086

**GORE**  
Heartland Hotel Croydon  
100 Waimea Street  
03 208 9029

**INVERCARGILL**  
Ascot Park Hotel  
Cnr Tay Street and Racecourse Road  
03 219 9076

Big Willy Rustlers  
Centre Street  
03 216 7313

Buster Crabb  
326 Dee Street  
03 214 4214

Duo Restaurant  
16 Kelvin Street  
03 218 8322

Elmwood Gardens  
309 Dee Street  
03 218 3125

Jagz @ Village Green  
34 Windsor Street  
03 217 0066

Kelvin Hotel  
Cnr Kelvin & Esk Sts  
03 218 2829

Lonestar Restaurant  
Cnr Dee & Leet Streets  
03 214 6225

Rain Espresso  
35 Kelvin Street  
03 218 3561

Thar & Feather  
410 Elles Rd, Strathern  
03 216 8094

The Batch Café  
173 Spey St  
03 214 6357

The Cheeky Llama  
216 Queens Dve, Windsor  
03 217 7931

The Kiln  
7 Don Street  
03 218 2258

The Magpie Café  
158 North Road  
03 215 8822

The Saucy Chef  
Cnr St Andrew and Sydney Streets  
03 217 1980

The Seriously Good Chocolate  
Company  
147 Spey St  
03 218 8060

Three Bean Café  
73 Dee St  
03 214 1914

Waxy O'Shea's  
90 Dee Street  
03 214 0313

**KINGSTON**  
Kingston Flyer Café & Bar  
221 Kent Street  
03 248 8888

**QUEENSTOWN**  
Arnolds Diner Queenstown Ltd  
Level 1, Mountaineer Building  
32 Rees Street  
03 442 4224

Brazz Steakhouse Bar & Grill  
1 Athol Street  
03 442 4444

Crowne Plaza Queenstown  
93 Beach Street  
03 450 2674

Hilton  
Kawarau Village, 79 Peninsula Road  
03 450 9400

Mediterranean Market  
Cnr of Gorge and Robins Road  
03 442 4161

Rata Dining Ltd  
43 Ballarat St  
03 442 9393

**RIVERTON**  
Beach House Café & Bar  
126 Rocks Highway  
03 234 8274

**STEWART ISLAND**  
Church Hill Restaurant  
36 Kamahi Road  
03 219 1123

**TE ANAU**  
Redcliff Café  
12 Mokonui Street  
03 249 7431

**TWIZEL**  
Shawty's Café  
4 Market Place  
03 435 3155



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