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THE BI-MONTHLY NEWSLETTER OF THE NEW ZEALAND HEREFORD ASSOCIATION FEBRUARY 2014

Issue 128

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NEW PBBNZ GENERAL
MANAGER
- 7 2014 AUSTRALIAN
AMBASSADOR TOUR

Diary Dates

21ST FEBRUARY 2014
STEAK OF ORIGIN ENTRIES
CLOSE (5PM)

24TH & 25TH FEBRUARY
NZHA COUNCIL MEETING,
FEILDING

7TH MARCH
CLOSING DATE FOR NZHA
BEEF EXPO ENTRIES

9TH-12TH MARCH
2014 SOUTH AUCKLAND
HEREFORD HERD TOUR

9TH MARCH
NZHA AGM, HAMILTON

3RD APRIL
FIELD DAY – MENDIP HILLS,
NORTH CANTERBURY

10-13TH MAY
AGINNOVATION / BEEF EXPO


HONDA
BEST ON EARTH



NZ HEREFORDS
SPECIALISTS IN GRASSLAND GENETICS

Mendip Hills Station The Story So Far - A Field Day

Thursday April 3, 2014

393 Mendip Road, Cheviot - 10am Start
(9.30am cuppa available)

Topics:

- Finishing Beef Cattle on Fodder Beet** - The latest
- Beef Cattle Genetics** and their role on the bottom line
- Beef Carcase Quality** - Get the most out of your herd
- Cattle Drenches** - Oral versus Pour On versus Injection
- Cooking with Beef** - Celebrating lesser known beef cuts

Bring your
4WD + Lunch

BBQ +
refreshments
to close

Speakers:

- Simon Lee**, Manager Mendip Hills Station
- Dr Nicola Simmons**, Carne Technology
- Prof Jim Gibbs**, Lincoln University
- Dr Brendon Hickman**, Merial-Ancare Veterinarian
- Jax Hamilton**, Masterchef Extraordinaire
- book purchases and signings available




HONDA
BEST ON EARTH

Phone Natalie Campbell
in the Hereford Office
to find out more
06 323 4484

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

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President's Note

Happy New Year to you all, I trust that your year has got off to a great start and is on track for you to achieve all you hope for.

From my perspective the new year has got off to a good start with most of our flock of sheep being sold to Hawkes Bay as the market in the north diminished with the drier weather, and with pessimism in the short term ie the mediocre outlook for sheep, or possibly just the lack of money available for restocking after last year's drought, there is a sense of relief that we are finally out of sheep.

We welcome Caren Bailey the new General Manager at PBBnz who started in late January and brings to our business a career in Human Resources, Accounting and Financial Management. Caren aims to concentrate on our core business, as a Service Provider, building a standard of distinction with a stable culture/environment for all involved.

Governance of NZHA... All sitting councillors have been returned unopposed in the latest Council election (see Pg 6) and there are now two Council vacancies, one as a result of Peter Smyth's recent retirement and the other with Jane Allan's retirement last

year. These vacancies will not be filled in the short term and will be part of the AGM 2014 discussion with members over governance. There has been a suggestion that council permanently remains at 10, not the 12 available at present - and use the extra two positions for specialised input when required in the future.

You will have recently received a complimentary copy of the informative Beef + Lamb Bull Selection booklet. I trust you will find this booklet useful in your Hereford breeding programmes.

I hope to see many of you at the NZHA Annual General Meeting in Hamilton followed by the South Auckland tour which promises to be an interesting few days.



Yours in Herefords
Philip Shepherd



Registry Report

WEIGHTS AND SCANNING CUT-OFF FOR THE MONTHLY GROUP RUN IS THE 3RD OF EVERY MONTH

PLEASE NOTE THE FOLLOWING ADDITION TO THE HYPOTRICHOSIS RULING –

From 1 January 2014, ALL bulls (of any age, including calves) sold for transfer must be correctly sire verified in conjunction with having a DNA profile. Also must be tested and declared FREE of hypotrichosis.

ONLINE REGISTRATIONS & PERFORMANCE RECORDING

Contact me at the Office if you wish to register and performance record your herd data online. You need internet and an email address to use this system. You will receive a 50c/animal discount on registrations when submissions are accurate.

OUTLIERS

Some of you may have received outlier reports with your latest group run Herd 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.

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 Herd Book. Artificial Insemination Regulations.

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.

Breeders importing genetics need to initiate the process by ensuring the exporter has supplied the correct documentation to the Association of the animal's country of origin and requested formal documentation be sent to NZHA.

Linda Shailer
Registry

Welcome to New Members

NZ Herefords would like to welcome the following new members to the Association and wishes them well for their future Hereford breeding endeavours.

Jason Hill, Katikati	RED Hill	prefix 1789
Mark Gweder, Eltham	MARLO	prefix 1787
Samuel Tipping	MONOA	prefix 1790
Vickie Rogers & Murray Scott	AOTEA GLEN	prefix 1788

STEAK OF ORIGIN

Entries for the 2014 Steak of Origin competition close on
Friday February 21.

Hereford Prime encourages all breeders to consider entering the competition.

Entry forms and details can be found on the Hereford Prime website – www.herefordprime.co.nz or the NZHA website – www.herefords.co.nz

Steak Of Origin Timeline 2014

Entries Close – Friday 21 February 2014

Processing – Monday 17 February to Friday 21 March

Semi-finalists announced – Monday 28 April

Semi-final (Auckland) – Friday May 2

Finals Function (Feilding) – Monday 12 May

ON FARM WITH MAGILLS MEATS

The Magills Meats team from Te Awamutu went on farm recently with a visit to Kokonga Herefords.

The day included discussion on avenues for possible product development along with a tour of the picturesque property at Waikaretu with Bruce and son Pip Robinson and they also provided insight into their farm management policies.

The day gave the Magills team the chance to look at Herefords in their environment and included inspection of a mob of cattle consigned to the HP programme.



Members of the Hereford Prime board and some of the team from Magills Meats in Te Awamutu visited Kokonga Herefords for the day. Pictured from left, Mike van der Hoeven, Colin Corney, Bruce Robinson, Jan Wills, Pip Robinson and David Whelan.

PROCESSING PARTNERS

Hereford Prime has three processing partners who it exclusively works with.

These processing partners are the only partners accredited to kill and market Hereford Prime beef - your quality branded beef programme - under the Hereford Prime and Hereford Farms brand.

The processing partners are Magills Meats in Te Awamutu, Cabernet Foods in Carterton and Bowmont Wholesale Meats in Invercargill.

Hereford Prime's directors urge members to support these business partners by supplying cattle that fit the quality criteria. Cattle must be 240-300kgCW and be either purebred Hereford or first cross Hereford, steers or heifers. Carcase measurements are also taken before carcasses are eligible for the HP branding.

Award Winning Hereford Prime Available at:

BOWMONT WHOLESALE MEATS,
Otepunu 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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Tom Nixon

Australia Herefords Ambassador 2013

Commercial and stud Hereford operator Tom Nixon from Queensland was chosen as the recipient of the inaugural Herefords Australia New Zealand Youth Exchange Program.

The 29-year-old principal of Devon Court Herefords and former President of the Queensland Regional Breed Development Group toured New Zealand for two weeks in April 2013 where he received a healthy taste of the international Hereford market.

Tom has been breeding Herefords since the age of 17 and after completing Year 10 at Scots College Warwick, he went onto a Certificate 3 in Animal Husbandry at Longreach Pastoral College, Queensland, before returning to run the family farm.

"I really enjoy breeding Herefords, and because I've previously travelled to the US and Canada, New Zealand was the next step. I was keen to see the differences in their breeding and farming operations", he said.

Tom added that having seen a number of Australian studs using NZ genetics, it made sense to investigate how this could be of benefit to his breeding programme. Tom also reported that while a number of NZ breeding objectives are very different, a lot of bulls bred in NZ are specifically designed for the dairy industry where low birth-weight and short gestation length are paramount. However, bulls bred to produce grass fed beef cattle are doing very



Tom Nixon (left) with NZHA Councillor Paul Scott (Ambassador Co-Ordinator).

well overseas and suit the Southern Australian markets.

"There are a number of different programs which also gave me a new insight; such as low birth weight and weight for age off grass and how they manage their grass production", Tom said.

"Australian Hereford producers could really gain some positive perspective from these methods, and a number of studs impressed me quite a bit," he said. "The experience definitely lived up to my expectations, and I hope that over time I will be able to put some of these methods I learnt into practise myself."

Herefords Youth Committee Chairman Scott Hann said Tom was an excellent representative of the Australian Hereford industry. "I am certain Tom will be able to use this experience as a positive insight not only for his personal knowledge but also for the benefit of the whole Australia Hereford industry.

"The involvement of youth such as Tom is vital for the future of our industry and I believe we will continue to reap the benefits for years to come," Scott said.

Will Gibson - NZ Herefords Ambassador 2013

- an article on his Australian travels will feature in the upcoming 2014 NZ Herefords magazine.

Northland Breeders Association

Readers of the NZ Farmers' Weekly may have noticed an article written by Hugh Stringleman in the January 20 issue titled 'Northland areas facing new drought'. Some of us are in the area it describes and it is no joke. Silage and hay yields are down, paddocks are bare of grass and we may have to start feeding out again shortly if it does not rain. Bravo for the Herefords, though. They are still in good condition and raising healthy calves despite what nature has thrown at them.

At our AGM in November the Executive remained the same with Paul Shepherd having completed his first year as President and doing so admirably. Philip Shepherd reported on NZHA Council matters with a brief discussion following this.

This year's Herd Walk will be around the southern area starting at Bill Lambeth's (Tangitiroria) and finishing at Roger Huband's (Maungaturoto). Lunch will be at Ray and Janet Poole's place (Matakohe). We had some welcome visitors to last year's tour and invite others to come along this time if they wish. For details contact Lois Crawford on Ph: (09) 433 4837.

Show season has been in full swing but numbers are down around the region. Travel costs play a large part in this but it is a shame to see Herefords absent from so many competitions. Perhaps we need a Royal Show at Whangarei! An encouraging aspect is the increasing number of young people entering the Young Handlers' classes. Promotion of this needs to be continued.

Please, would any area with excess rainfall think of a way to send it up north.

Janet Poole

New Zealand Hereford Association 2014 Annual General Meeting

Sunday 9th March 2014
at 4.00pm

Venue: Novotel Hotel, 7 Alma Street,
Hamilton West.

(right in the heart of Hamilton City)

4.00pm Tour Registration

5.00pm NZHA – AGM

6.30pm Practical Systems Happy Hour

7.30pm Gallagher Opening Dinner

Beef Expo 2014

Steak of Origin 2014 – Entries now open.
Entry Forms available on NZ Hereford and Hereford Prime websites.

NZHA Expo Entry Forms available shortly on NZHA website
www.herefords.co.nz and www.aginnovation.co.nz

NZHA Conditions of Entry available on NZHA website
www.herefords.co.nz and www.aginnovation.co.nz



Dates . . .

- 20 Feb** Steak of Origin entries close
- 7 March** Final Date for all NZHA Expo Entries.
- 10-11 May** Future Beef Event
- 12 May** Steak of Origin Finals function
- 13 May** NZ Herefords National Sale
- 13 May** NZ Herefords Breed Luncheon (post sale)

If you would like a hard copy of the Entry forms and Conditions of Entry posted to you - please contact the NZHA office.

Introducing Caren Bailey



PBBnz has welcomed its new General Manager Caren Bailey to the team.

Caren has a business background with a career strong in human resources, accounting and financial management.

She and husband Craig, have previously owned three Vodafone stores (in Auckland and then the lower North Island) before selling the businesses just prior to the recession.

While working in those businesses Caren says it became clear her strengths and interests were in the financial management and human resources aspect of business.

Once the Vodafone businesses were sold she moved into a role for an accountancy firm which she says provided a good training ground which then led to a job where she undertook business reviews for accountancy firms.

From there she established her own business called Systemise where she contracted to companies in a business management role, acting similar to a business coach, and this led to her being appointed as PBBnz General manager.

“The role with PBBnz appealed because it was a NZ owned company and I wanted my own team of staff and it offers me the challenge of running a business my way,” she said.

“I am very honoured to have the trust of the board and they are a very supportive board who are offering a huge amount of advice and assistance. The team (of staff) here is very hospitable, friendly and supportive and I’m looking forward to growing the strengths of the team.”

She says she’ll be concentrating on the core business of PBB, which is a service provider and build a culture of distinction and a stable environment for the board, stakeholders and staff.

“It’s the three Ps we’ll work hard on – purpose, philosophy and priorities.”

Caren says her main vision is to create leadership, where each team member becomes their own leader and works hard to do what they do best in the business.

“I want to create a climate of possibility where staff are inspired to tap into the best of themselves and deliver amazing work and service.”

Her leadership style is based on honesty, motivation and a genuine understanding of staff needs.

Caren is Manawatu born and bred, growing up at Oroua Downs on a pedigree Jersey farm. She spent a lot of time showing cattle - an aspect she thoroughly enjoyed.

Outside of work, Caren enjoys gardening, Pilates, walking and plenty of time with family and friends. She and husband Craig have two daughters, Emma and Abby-Rose.

Obituaries

Peter Gunson, Ngaruru Hereford Stud. NZHA Life Member.

Peter Gunson passed away on December 5, 2013. He was greatly respected by the rural and sporting communities of the Hawkes Bay region.

As a foundation member Peter held leading roles in the Hawkes Bay club, and was a very sound judge of sheep and cattle with Royal Show and Hereford National Show appointments. Peter always had a forthright opinion, integrity in his cattle breeding and enthusiasm for the task in hand.

A very generous man who willingly assisted young Hereford breeders, show handlers and junior judges develop their skills. Peter and his wife Gwen were one of the first NZ herds to encourage and use young overseas herdspeople.

The Ngaruru stud was the first beef herd in NZ to use embryo transplant technology and one of the first to import North American genetics by semen and embryo.

Peter was a naturally talented sportsman, particularly with respect to golf where he declined the opportunity to become a professional golfer due to future farming obligations.

Ian McKenzie, Maryvale Hereford Stud. NZHA Life Member

The New Zealand Hereford Association lost a great supporter when Ian McKenzie passed away on December 14, 2013.

The Maryvale Stud was established in 1965 with the purchase of four heifers from Bushy Downs. Over the years more heifers were purchased and the herd increased to stabilise around 80 cows. Maryvale Herefords were frequent successful competitors in the show ring and promoted the breed on tours and field days. Ian and wife Mary's contribution to the breed was recognised by the South Auckland club when they were made Club Life Members in 2009.



Ian and Mary were great hosts. It was a shame that Ian was so deaf as he was unable to cope with big crowds, but 'one to one' he would come up with some wonderful sayings and his wit was second to none. He loved to compete with his beloved cattle, horses and dogs.

It seemed very fitting that Ian's funeral was held at their Hamilton home and beautiful garden with his horse Cherokee and dog Trixie in attendance. A large gathering of friends and Hereford breeders were there to offer their condolences to the family.

At the 2013 National Hereford Herd Tour, the Maryvale Stud's contribution to the breed was acknowledged with a presentation to Ian and Mary.


Council Nominations 2014 - Results -

Under New Zealand Hereford Association Council rules, 50% of the Council retires by rotation annually. The following Councillors were due to retire by rotation in 2014 and sought re-nomination in the latest nomination round.

C Corney, C Douglas, P Barnett, P Scott, R Jupp.

Also, P Smyth wishing to retire, did not seek renomination.

As there were no additional nominations placed, the above Councillors have been re-nominated unopposed for a further two year term.




NZHA-RR-AUG13

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- Interest free credit on purchases
- Association sponsorship based on your spend
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New Zealand Hereford Association

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

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NZ Herefords Ambassador - Australian visit 2014

NZ Herefords along with the Australian Hereford Society (AUS) are pleased to call for interested NZ breeders to apply for a sponsored exchange experience to Australia in late April - early May 2014. 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 a two week Australian Hereford experience, concluding with the Herefords Australia, National Show & Sale (Wodonga) which will be held **7 & 8 May, 2014**. 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?

"For all who are eligible for this exchange definitely consider applying, as you will not regret it" *Will Gibson, 2013 Ambassador.*

Contact the NZHA to register your interest. email hereford@pbbnz.com
CLOSING DATE for registering interest/ nominations – **February 20, 2014**

Joshstar Herefords

1st Annual On Farm Bull Sale June 2014

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Rising 1yr & 2yr old bulls -

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E: choc2@farmside.co.nz

www.joshstarherefords.co.nz



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A naturally tender breed



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jason.graham@silverfernfarms.co.nz

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