

hooked on HEREFORDS

THE BI-MONTHLY NEWSLETTER OF THE NEW ZEALAND HEREFORD ASSOCIATION

APRIL 2014

Issue 129

- 1 MENDIP HILLS FIELD DAY
- 3 HEREFORD PRIME NEWS
- 4 COUNCIL COMMUNICATIONS
- 7 AGINNOVATION 2014
- 9 HEREFORD PROGRAMME
- 11 HERD TOUR 2014
- 14 LIFE MEMBERSHIP

Diary Dates

30TH APRIL 2014

2013 NZHA CALF REGISTRATIONS DUE

10TH-11TH MAY

FUTURE BEEF COMPETITION, MANFEILD PARK, FEILDING

10TH-13TH MAY

AGINNOVATION 2014, FEILDING
 FBNZ - GENETIC SALES -
 STEAK OF ORIGIN - FARMER
 SCIENCE & TECH PROGRAMME

14TH MAY

NZHA COUNCIL MEETING,
 FEILDING

1ST JUNE

NZHA ADLS DUE



HONDA
BEST ON EARTH



MERIAL
 Ancare



NZ HEREFORDS
 THE WHITEFACE ADVANTAGE

EDITOR: Donna Abbiss, NZHA
 Megan Ellett, NZHA Assistant
 ADDRESS: PO Box 503, Feilding 4740
 PHONE: 06 323 4484
 FAX: 06 323 3878
 EMAIL: hereford@pbbnz.com
 WEBSITE: www.herefords.co.nz
 www.herefordprime.co.nz
 COMPILED BY PIVOT DESIGN, PBBNZ
 I S S N 1 1 7 7 - 0 9 6 1

Mendip Hills Field Day



Strong crowd attends Importance of Beef Cow Field Day.

Close to 200 farmers turned out to the Mendip Hills Station, Importance of the Beef Cow field day recently.

Hosted by Honda Motorcycles, Beef + Lamb and the New Zealand Hereford Association it was a day packed full of engaging and interesting speakers who challenged, informed and entertained those who attended.

Brendan Hickman from Merial-Ancare provided some clarification around beef cattle drench options.

He looked at the pros and cons for orals, pour-ons and injectable drenches and summarised by saying they all work when used correctly.

“Take care and do them well,” he said.

Former farm adviser Nicky Hyslop presented

on the theme of the day – The Importance of the Beef Cow and reviewed findings from the Beef Profit Partnership projects conducted in the South Island.

She said the value of the beef cow is often misrepresented because cows pass on a lot of their value to other stock classes – so the figures presented on paper are not always a true reflection.

Nicky said one reoccurring theme from the work was that if it’s possible to look after breeding cows from calving to mating that played an important role.

“If you do that, you get her a long way towards achieving a good reproductive weight and good weaning weights.”

Continued on pg 15

QR CODE HEREFORD NZ HAS A QR CODE FOR THOSE WITH IPHONES OR SMARTPHONES.
 SIMPLY SCAN THE ICON WITH YOUR PHONE, AND IT WILL TAKE YOU DIRECTLY TO THE NZ HEREFORD WEBSITE



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

President's Note

Several weeks ago, many of us were fortunate enough to attend the South Auckland 2014 Coast to Coast Hereford Herd tour, and I say fortunate because the hospitality and cattle were great, and the country that was covered made for a very interesting three days. My thanks go to the participating studs, most of who were experiencing drought conditions, yet managed excellent displays. The visit to the Gallagher factory was certainly a highlight – it is refreshing to see this type of innovative manufacturing here in NZ.

The AGM preceded the tour and there was some discussion on the governance of NZHA going forward, with the meeting asking the NZHA council to investigate the third option presented and to bring a recommendation back to next year's AGM for members to vote on. There was support for the removal of voting boundaries, ie every member votes on all councillors regardless of which island you reside in and there was some concern over the idea of removing regional representation. However there was support for a smaller council that was more governance orientated and less involved in the day to day management of the Association, which is where the Council is currently heading with two less councillors and a desire to be less hands on.

NZ Herefords are trialling a Docility EBV via Breedplan version 6.2. Breeders who wish to have docility EBVs calculated for their

cattle can now start collecting scores. Australian breeders have already scored over 7,000 cattle in preparation for the EBV. You are probably wondering why bother? We already know that Herefords are renowned for their temperament however we are offering those breeders that wish to further capitalise on the docility of the Hereford breed the opportunity to score and report this trait at no additional cost.

I look forward to seeing many of you at AgInnovation, supporting the event and the breed at NZ Herefords National Genetic Sale, where Hereford vendors will be offering a great line up of bulls to start the 2104 Sale Season.

Kind regards,
Philip Shepherd.
President,
NZHA



Registry Report

2014 SOUTH AUCKLAND HEREFORD HERD TOUR was great! Thank you for the invitation and warm welcomes.

What a contrast of colour in such a small area. My flight back to Palmerston North saw only a slight increase of green as we flew south.

The tour of Gallagher World Headquarters was remarkable. Bill Gallagher has certainly bought farming a long way since the 1930's. Kiwi ingenuity and friendship has developed into a worldwide business.

On tour, and behind the camera, I was able to observe the friendships that have developed over the years. Bill Lambeth was on possibly his last tour and fittingly it was in his old stomping ground. He knows the area like the back of his hand and took us and Bill Grounds on trips down memory lane. The long days of work, the excitement of the dances, the families, farms and people that influenced his life. The tight knit group of farming has changed over the years and while it might be good for production, I don't believe it's best for our communities.

I would like to thank everyone for their friendship on the tour and look forward to seeing you again at AgInnovation time.

Regards,
Linda Shailer.

*** 2013 CALF ENTRIES NEED YOUR ATTENTION NOW**

*** ADL'S ARE DUE BY 1 JUNE 2014**

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.

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.

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.

Linda Shailer
Registry



Masterchef runner up Jax Hamilton watches closely as Bowmont Wholesale Meats Hereford Prime butcher Stephen Flynn seams out a rump at the Mendip Hills Station field day near Cheviot recently. More from the field day on the front cover.

Volunteers Needed

Hereford Prime is looking for volunteers to help grow its social media presence.

HP Facebook and Twitter accounts were established last year and we need your help to grow its reach and interaction with followers and friends.

We are looking for members who are social media savvy with quick and easy access to these mediums who are prepared to help feed into these two profiles with appropriate thoughts, comments, photos and interaction.

If you want to know more or are interested contact HP Brand Manager Natalie Campbell in the NZHA office, ph 06 323 4484 or email herefordprojects@pbbnz.com

Don't forget to like and follow us at:

www.facebook.com/herefordprimenz

www.twitter.com/herefordprimenz

Procurement Agent Network Grows

The network of procuring agents for Hereford Prime is growing in the lower North Island.

PGG Wrightson is now assisting HP to source stock from the wider Manawatu, Wanganui, King Country and Central Plateau area for slaughter by Cabernet Foods Ltd. Tony Gallen will be acting as the consigning agent to HP – you are welcome to use your own PGG Wrightson agent, however to streamline the system, Tony Gallen is responsible for liaising directly with Cabernet Foods Ltd.

Tony can be contacted on 027 590 1711 or 06 328 6793 A/H.

Hereford Prime also continues to work with Richard Williams in the lower North Island and Richard can be contacted on 021 519 153. Richard also consigns cattle to Cabernet.

In the Waikato, David Whelan is the contact to supply Magills, phone David on 0274 784 941 and Robin Gamble is the consigning agent for Bowmonts in the South Island, phone 0274 338 941.

Award Winning Hereford Prime

Available at:

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

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

GOURMET MEATS,

First Street, Masterton — Ph (06) 378 0226

GREYTOWN BUTCHERY,

Main Street, Greytown — Ph (06) 309 9550

MAGILLS BUTCHERY,

Jacob St, Te Awamutu — Ph 0800 624 455

RAREFARE,

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

THE VILLAGE BUTCHERS,

Ormond Road, Gisborne — Ph (06) 867 7689

WAIPAWA BUTCHERY,

High Street, Waipawa — Ph (06) 857 8789

www.herefordprime.co.nz



www.youtube.com/herefordprimenz



Like us on

www.facebook.com/herefordprimenz



follow us on

www.twitter.com/herefordprimenz

herefordprime.co.nz

Council Communications

At the February 2014 meeting of the NZHA Council, the following important issues were discussed and decisions made. PLEASE read the following communication carefully.

If you have any thoughts, please contact your local NZHA Councillor.

Potential PBBnz Service – Submission of Hereford calf registration information for NAIT compliance.

Potentially beneficial to all breeders under the PBBNZ umbrella, PBB is currently working on the logistics of offering all breeds and breeders this optional ‘transfer of information on behalf of a breeder’ service to NAIT allowing breeders to personally avoid the current duplication of information process when submitting calf registration information to meet NAIT requirements.

NZHA Proposed Governance Options

These were circulated to the membership via post, prior to the 2014 AGM and discussed with members present at the 2014 NZHA AGM. The Governance Committee received a directive from the AGM to further consolidate the proposed Governance options, particularly Option 3 for circulation back to the membership (via Hooked on Herefords newsletter) inviting conclusive feedback. This is to be done within six months in view of meeting the 2015 AGM Notice of Motion time frames.

Completeness of Performance Programme

As outlined in the information sent to breeders, when individual herd reports with own star ratings were produced and sent to breeders in August 2013, after a 12 month period individual star ratings would ‘go live’ on Internet Solutions. August 2014 will see this occur.

Carcass scanning outliers

The scanning/weigh/scrotal data submitted for Group run analysis may raise a flag (outlier) that there is possibly incorrect **current or previous** data submitted for example date of birth or sick animals. Hence an outlier report is automatically created and requires breeder verification.

This process will continue in support of ‘absolute best performance data’ in the ILR2 system.

NZHA Communication Procedures

Following a breeder request for the correct communication procedures, please note the following-

Meeting Minutes

NZHA Council meeting minutes, as with any meeting minutes, are public documents once confirmed as a true and correct record and signed off by NZHA Council – this is a standard procedure which is completed at the next and subsequent meeting. They are then available to the public upon request.

Breeder Communications to and from the NZHA

All email discussions and letters from breeders should come through the NZHA office email or postal system. The NZHA office will send a short acknowledgement indicating receipt of communication. Communications that require Council meeting input and discussion are then directed by NZHA staff in the first instance to the appropriate Councillors for example the President or Sub Committee Chairman, before being tabled at the next NZHA Council meeting.

The NZHA welcomes constructive feedback from members and following correct protocol an official response letter from the NZHA office will be sent in reply - post Council discussions and outcomes from the Council meeting.

Bull Sale Results

All Bull sales results as per information offered by breeders go onto the NZHA website under the Bull Sale calendar and results and publicised. They are also printed in the Hooked on Herefords newsletter.

Please note these results are only as accurate as the information provided to the NZHA office by breeders. We ask for your attention to detail please.

NZHA Gestation Length figures

The latest results from the Hereford GROUP analysis indicates that the average GL for 2012-born animals is 283 days for heifers and 284 for bulls.

Enhancements to Trans-Tasman Hereford GROUP BREEDPLAN

A number of significant enhancements have been made to the BREEDPLAN software that is used to calculate EBVs for Hereford animals in the Trans-Tasman Hereford GROUP BREEDPLAN analysis. These enhancements result in the calculation of improved BREEDPLAN EBVs for Hereford animals and are part of the normal evolution of the BREEDPLAN software.

The enhancements include:

Upgrade to BREEDPLAN Version 6.2

This latest version of BREEDPLAN software has several enhancements over the software previously used within the Trans-Tasman Hereford BREEDPLAN analysis including:

A revised method for the calculation of accuracy values for Days to Calving (DTC) EBVs. This results in an increase in accuracy of DTC EBVs for animals (i.e. dams, sires with daughters) that have multiple natural joining records analysed.

A revised method for handling different groups of “base” animals (see further details outlined below).

The ability to “blend” genomic prediction information (i.e. DNA information) into the analysis. Note: genomic prediction information will not initially be included in the Hereford analysis; however the pathway will be available to allow this to happen if and when genomic predictions relevant to Australian and New Zealand Hereford animals become available.

Revised Method for Handling Different Groups of Base Animals

- Animals without complete pedigree in the BREEDPLAN analysis (i.e. where one or both parents do not have EBVs) are referred to as “base” animals and the analysis must determine how to allocate a “starting value” for these animals. The starting value is set to reflect the origin of the genetics and the expectation of these genetics based on how other “similar” animals have performed. Similar animals in the analysis are grouped together, called a genetic group, and the average of these animals' starting values is referred to as a genetic group solution. A revised method for forming the different “genetic groups” of base animals within the TransTasman Hereford BREEDPLAN analysis will be implemented as part of the upgrade to BREEDPLAN v6.2 software. Base animals will now be grouped into genetic groups based on differences in country of origin (Australia, New Zealand, United States, and Canada), year of birth and breed. The revised method results in an increased number of genetic groups being formed, and the calculation of more robust EBVs for base animals.

Introduction of a Trial Docility EBV

Following the collection of docility scores on over 7,000 Hereford animals, a “trial” Docility EBV will be calculated for animals within the Trans-Tasman BREEDPLAN evaluation. Docility EBVs are estimates of genetic differences between animals in temperament and are expressed as differences in the percentage of progeny that will be scored with acceptable temperament (i.e. either “docile” or “restless”). Higher, more positive, Docility EBVs are more favourable. For example, a bull with an EBV of +20% would be expected to on average produce a greater percentage of progeny that have acceptable temperament than a bull with an EBV of -10%. Trial Docility EBVs will only be calculated within the Trans-Tasman Hereford BREEDPLAN analysis for animals that have either been scored for docility, or have progeny scored for docility.

The Docility EBV is available to NZHA breeders as an optional trait to observe, at no additional cost.

Further information regarding Trial Docility EBVs and recording Docility is available on the NZHA website at [www.herefords.co.nz/Breedplan/ Breedplan Tip sheets/ Understanding EBV's/Understanding Docility EBV's](http://www.herefords.co.nz/Breedplan/Breedplan%20Tip%20sheets/Understanding%20EBV's/Understanding%20Docility%20EBV's). Docility scores can be entered on weigh sheets and submitted to NZHA registry.

STEAK OF ORIGIN – HEREFORD ENTRANTS (replacing the Beanbah Boomerang initiative)

‘NZ HEREFORD ASSN - CARCASE CHALLENGE CUP’

Recognising the highest performing Hereford carcass and the Hereford breed of origin in the annual Steak of Origin competition

To progress and to generate further Hereford breeder interest from across the country the retired Beanbah Boomerang award will be rebranded and re launched for the 2014 year going forward.

Rebranded as the ‘NZ HEREFORD ASSN - CARCASE CHALLENGE COMPETITION and awarded to the best performing

individual carcass/entry in any Hereford type class.

2014 entry criteria to include

- 1) that the entry must be sired by a registered Hereford sire
- 2) be submitted by a Hereford Association member.

PBBnz SNP testing service

SNP Testing can now be processed through PBBNZ. The 2014 NZ Hereford Annual Magazine Pg 99 -101 provides information on SNP testing. Further information can also be found on the PBBNZ website at www.pbbnz.com/dna or contact Sharyn at PBBNZ on 06 323 4484.

Strategic Plan – Market Theme

As per the report sent to breeders prior to the 2014 AGM, the Market Sub Committee would like to gauge interest for a ‘Marketing Your Stud/ Hereford Genetics’ workshop.

- Is there sufficient interest to organise a workshop (perhaps one in each Island) focussing on creating marketing plans for the individual stud. Topics that could be covered could include SWOT analysis, marketing/advertising strategies, creating media interest, understanding target markets and identifying competitive advantages?

If you have a desire to see this workshop implemented - please submit your interest to the NZHA office so that the feasibility of running such workshops can be gauged.

NZHA 2014 Ambassador Technical Tour - Canterbury

Trudy Robertson, Willie Muir, Malcolm Harvey, Anna Smith, Peter Kane and Helen Molloy have recently completed a Technical Tour of the Canterbury region including visits to the Hereford Expo bulls Grazing Unit, meeting with Professor Jon Hickford at Lincoln University, visiting Silver Fern Farms processing plant at Belfast; Beechwood Hereford and Charolais Stud; a large scale commercial Hereford property ‘Montrose’ and concluding with the Mendip Hills Station, ‘The Importance of the Beef Cow’ field day. The 2014 Australian Ambassador Exchange recipient Mark Duthie also joined the NZ Ambassadors for the full technical tour before visiting Hereford properties in the North Island.

NZHA 2014 Dairy Beef Promotion

Focused on further developing a relationship with the well-read Dairy Exporter publication, the NZHA is to discontinue producing a NZ Hereford Dairy Beef supplement as has been traditionally produced in the past.

The NZHA Council recognises the need to further promote the role of registered Hereford genetics in the NZ Dairy Beef industry – an industry which offers the Hereford breed much opportunity.

In 2014 there will be an increase in the NZHA advertising spend with the Dairy Exporter magazine and also on farm case studies where dairy operations are incorporating registered Hereford genetics into their breeding programmes, will feature in the Dairy Exporter magazine.

Additional story leads following dairy operations with Hereford Dairy Beef breeding programmes- using registered genetics obviously, would be appreciated from the membership please.

2014 Hereford Beef Promotion

NZ Herefords, the white face advantage will continue in 2014 with a constant advertising presence in the Farmers Weekly publication focusing on the value of using registered Hereford genetics within pure bred and crossbred beef operations, and also a registered Hereford dairy beef focus later in the season.

NZHA website QR Code

NZ Herefords now has a QR code which will feature on the front cover of every issue of Hooked on Herefords, for the convenience of breeders with smart phones / iphones.

Future Beef NZ

At the 2014 Future Beef event, the NZ Hereford Assn will sponsor the Future Beef Handler Competition encompassing the Junior Handlers Class, Intermediate Novice Handlers Class, Intermediate Open Handlers Class, Senior Novice Handlers Class, Senior Open Handler Class and Overall Grand Champion Handler.

The NZ Hereford Council is very keen in the future to support a 'Breeding Heifer' class at Future Beef, independent of the Hoof and Hook competition.

Peter Smyth retires from the NZHA Council with his final Council meeting being May 2014. However, Peter will continue to be the NZHA representative at the annual Royal Ag Society (RAS) conference.

Welcome to new Hereford breeders

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

Name	Prefix	Town	Herd No.
Christopher McCulloch	H & R	Papakura	1791
Doug Baird & Kim Wright*	Kiri Point	Papakura	1792
Niamh Barnett	-	Dannevirke	1793
Dale Sutherland*	Carvelli	Auckland	1794

Please note (welcomed in February 2014 issue) Samuel Tipping's approved NZHA Prefix - Kamaro

* Denotes Miniature Hereford breeders

Ooops!

The list of sale dates on the back cover of the 2014 edition of NZ Herefords regrettably contains some errors.

We inadvertently listed the Otengi and Waimaire Studs as hosting a May sale. They only host sales on June 27 and September 4. The Newcastle Stud will be hosting their September 10 sale at the Frankton sale yards not at Ngaruawahia. And the Pyramid Downs Stud near Gore will be hosting their sale at Gore, not Cave.

Please also note the correct contact number for AgBrand products is 0800 104 404.

We sincerely apologise for any inconvenience and confusion this causes.

Natalie Campbell,
Editor, NZ Herefords.

Want a hands free EID tag reader that gives you fast, reliable tag reads?
Take a look at this.

TRU-TEST®

NEW WEIGH SCALE RANGE COMING SOON
VISIT US AT THE NATIONAL FIELDDAYS TO VIEW

XRP2 EID Panel Reader

- ✓ Superior read technology ensures quick and reliable tag reads
- ✓ Internal memory provides the capability to use as a standalone EID reader for recording ID's
- ✓ Bluetooth® technology for wireless connection to weigh scales or Android™ smartphones
- ✓ Easily manage data via the Tru-Test Android App
- ✓ Display screen provides key information such as session count, session number and scanned EID tag

www.tru-test.com/livestock

**How are you tracking?
Let's talk.**
0800 263 278

1193TT/SM01

2014 AGINNOVATION PROGRAMME



AGINNOVATION
building on science, genetics, information and technology

“Building on Science, Genetics, Information & Technology”

Future Beef NZ Hoof and Hook Competition



Friday 9th May

3.00pm Registrations & Weighing Commence
6.00pm Registrations & Weighing Close
6.15pm All Steers must be penned

Saturday 10th May

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

Sunday 11th May

6.00am Gates Opened
8.30am – 11.00am Modules
11.00am – 12.00pm Lunch
12.00 – 3.00pm Handler Judging
3.30pm Prize Giving
6.30pm onwards BBQ and Entertainment for all

Tuesday 13th May

2.45pm Hook Prize Giving

AgInnovation

Saturday 10th May

12.00 noon National BBQ Competition

Sunday 11th May

8.30am – 11.00am National BBQ Competition
9.30am – 12.30pm Beef Genetics Workshop
1.00pm – 4.00pm AgInnovation
Better Beef Breeding Workshop
4.30pm National BBQ Competition Awards
from 4.00pm Steak of Origin public tasting
6.00pm Debate at the Boundary Gate
6.30pm onwards BBQ and Entertainment for all

Monday 12th May

8.00am – 5.10pm AgInnovation Conference Programme
9.30am Genetic Sales On-farm Breed Judging
& Public viewing
2.00pm Genetic Sales Led Breed judging
(Stadium)
5.15pm Genetic Sales - NZX Agri Country-Wide
Queen of Hearts Heifer Show
6.00pm Steak of Origin Finalist Judging
7.30pm Steak of Origin Gala Dinner

Tuesday 13th May

9.15am Genetic Sales PGG Wrightson
Champion of Champions
9.45am Genetic Sales - NZX Agri Country-Wide
Queen of Hearts Heifer Auction
10.30am Genetic Sales Hereford, Shorthorn,
Gelbvieh, South Devon Auction
1.30pm Genetic Sales Simmental, Charolais
Auction
3.00pm Genetic Sales Angus Auction

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

For further information and catalogues contact PBNZ Ltd 06 323 4484

SUNDAY 11 MAY Mezzanine Lounge

BEEF GENETICS WORKSHOP

For predominantly seedstock farmers

- 9.30am DAVE WARBURTON** Introduction to Beef Genetics workshop
- 9.40am JASON GRAHAM** Not all beef is created equal
- 10.10am NICOLA SCHRUERS** Type-of-animal and on-farm influences on the carcass and meat quality
- 10.40am MORNING TEA BREAK**
- 11.00am CHRISTIAN DUFF** How to accurately record female fertility traits
- 11.30am NEIL SANDERSON** EBVs - Should New Zealand go it alone?
- 12.00pm CHRISTIAN DUFF** MateSel - Optimising mating allocations
- 12.30pm LUNCH BREAK**

Main Manfeild Stadium Family farm businesses vs corporate farm - which will stand the test of time? Enjoy a light-hearted, yet informative, verbal sparring match, as the family farm team of Sarah von Dadeltszen, Mark Guscott and Pete Fitzherbert take on the corporate team of Richard Morrison, Andrew Watters and Andrew Freeman. All welcome. Food and beverage available to purchase.

BETTER BEEF BREEDING WORKSHOP

Tailored for base level users of Breedplan EBVs e.g. commercial bull buyers

- 1.00pm MEL POULTON** Introduction to Better Beef Breeding workshop
- 1.10pm CHRISTIAN DUFF** Effective selection of breeding cattle - An interactive discussion on traits of importance, selection methods and an introduction to breeding values
- 1.40pm GEMMA WILKINSON** Interpreting breeding values - A guide to interpreting EBV information provided on individual animals
- 2.10pm CHRISTIAN DUFF** Understanding breeding values - An overview of the different traits for which EBVs are available. What performance information is collected on farm and how each trait is interpreted
- 2.40pm COFFEE BREAK**
- 3.00pm CHRISTIAN DUFF** Simplifying selection with indexes - What they are and how to interpret them
- 3.30pm GEMMA WILKINSON** Best practice guide to bull selection - A discussion on using EBVs and other genetic technologies in bull selection with a practical demonstration of how to use the online EBV search facility and INSolutions phone app
- 4.00pm** Close workshop

6-7pm DEBATE AT THE BOUNDARY GATE

MONDAY 12 MAY Mezzanine Lounge

8.00am INDUSTRY BREAKFAST & KEYNOTE SPEAKERS

- 8.30am SCOTT CHAMPION BEEF + LAMB NEW ZEALAND** Welcome and introduction
- 8.40am SHANE O'HARA THE LAMB CO-OPERATIVE INC. (USA)** Connecting live with our international customer
- 9.00am RICHARD GUNNER FEAST FINE FOODS (AUSTRALIA)** A farmer's journey up the value chain
- 9.30am** Conclusion
- AGINNOVATION CONFERENCE**
- 10.00am MORNING TEA BREAK**
- 10.30am MEL POULTON BEEF + LAMB NEW ZEALAND** Opening, welcome and housekeeping
- 10.40am CRAIG HICKSON PROGRESSIVE MEATS** The fundamentals that determine behaviour in the meat industry
- 11.20am TIM HEMBROW BEEF + LAMB NEW ZEALAND** Demographics, debt, dynamics and delivery in the New Zealand red meat sector
- 12.00pm LUNCH BREAK**
- 12.40pm PICK 'N' MIX SESSIONS 1-3** (See overleaf)
- 3.00pm AFTERNOON TEA BREAK**
- 3.20pm PICK 'N' MIX SESSION 4** (See overleaf)
- 4.00pm** Move to mezzanine floor
- 4.10pm SIR GRAHAM HENRY KNZM** The culture of winning
- 5.10pm** Conclusion and closing

Pick 'n' Mix Sessions

Rooms 1-3 Mezzanine Lounge/ 4-8 Pit Lane Suites

MONDAY 12 MAY

ROOM 1	ROOM 2	ROOM 3	ROOM 4	ROOM 5	ROOM 6	ROOM 7	ROOM 8
12.40pm PICK 'N' MIX SESSION 1 (Pick one)							
JIM GIBBS LINCOLN UNIVERSITY The rumen being the engine room of pastoral production	RICHARD WAKELIN & ERIN GARNETT B+LNZ Interactive tools - Lambing Calculator and Pasture Growth Forecaster	CHRISTIAN DUFF UNIVERSITY OF NEW ENGLAND, AUSTRALIA Interpreting Breedplan EBVs and indexes	ROGER DALRYMPLE FARMER; MANAWATU Understanding our feed and capturing its value	IAN YULE MASSEY UNIVERSITY Valuing pasture and capturing the best from it	DAVID CAMERON-SMITH AUCKLAND UNIVERSITY Digesting red meat	JASON JONES TGL ENTERPRISES LTD Decision making under pressure - A military perspective	
1.30pm PICK 'N' MIX SESSION 2 (Pick one)							
ANDREW FREEMAN FARMER; WAIRARAPA Triplet transfer lambs - A fresh look at triplet lamb potential; Turn your single ewes into super ewes	HAYLON SMITH NZ TRADE & ENTERPRISE Exporting New Zealand's agribusiness expertise	MARK YOUNG B+LNZ Profitable and hardy hill country ewes and cows	DUNCAN THOMAS & LOCAL FARMERS H&T AGRONOMICS Plantain and clover - The inside word	NEIL & MARK GARDYNE FARMER & SON; SOUTHLAND AgriDrone "geospatial innovation" - The next exciting leap	RICHARD GUNNER FEAST FINE FOODS Value add - Integrated chain management	CROS SPOONER B+LNZ Interactive tools - Farm Benchmarking and Meat Exports Analysis	
2.20pm PICK 'N' MIX SESSION 3 (Pick one)							
CORD HUER MASSEY UNIVERSITY The feasibility of controlling Johne's disease in New Zealand	DAVID SMITH & RICHARD MORRISON FARMERS; MANAWATU Using Google Earth for free farm mapping & smart phone apps for your farm	CHRISTIAN DUFF UNIVERSITY OF NEW ENGLAND, AUSTRALIA A best practice guide for bull selection	JIM GIBBS LINCOLN UNIVERSITY Fodder beet: What can it do for beef and lamb production in New Zealand?	RICHARD MCCOLL OVINE AUTOMATION LTD Meat processing - Innovating for the future	BLAIR & JANE SMITH FARMERS; OAMARU Good morning Asia - Consumer expectations of the New Zealand farmer	GUSCOTT & CRANSTONE FAMILIES FARMERS; WAIRARAPA/MANAWATU Successful farm succession - Two families, two stories	
3.00pm AFTERNOON TEA BREAK							
3.20pm PICK 'N' MIX SESSION 4 (Pick one)							
KATHRYN GOODWIN - RAY JOHNE'S MANAGEMENT LTD Lamb pneumonia - How big is the problem?	MUSTAFA FAROUK AGRESEARCH Quality drives profitability: For meat it starts from the farm	BRUNO SANTOS ABACUS BIO New Zealand genetics affecting international markets	DOUG AVERY FARMER; MARLBOROUGH Creating resilient pasture systems in dry land environments	ROGER DALRYMPLE FARMER; MANAWATU Farming solutions - Thinking outside the square	DARREN JACOBS FOODSTUFFS Customer insights - A supermarket perspective	ALEC MACKAY & LOCAL FARMERS AGRESEARCH Managing the farm's resources for sustained profit	

REPEATER/INTERACTIVE SESSION After each Pick 'n' Mix session all 7 presenters will assemble in room 8 to talk in more detail about their presentation and answer any questions

PRICING OPTIONS

Purchase your tickets today
0800 BEEFLAMB (0800 233 352)
www.beeflambnz.com

SUNDAY

Beef Genetics & Better Beef Breeding Workshops
Mezzanine Lounge, Manfeild Park 9.30am - 4.00pm

\$20.00 GST INCL

(bring your own lunch or buy at venue)

MONDAY

Industry Breakfast & Keynote Speakers
Mezzanine Lounge, Manfeild Park 8.00am - 10.00am

\$25.00 GST INCL

MONDAY

AgInnovation Conference Mezzanine Lounge, Manfeild Park 10.30am - 5.30pm

\$55.00 GST INCL

SUNDAY + MONDAY

ALL INCLUSIVE PACKAGE

\$80.00 GST INCL

PROGRAMME

MONDAY 12 MAY

- 10.30am-12.00pm** **Public Paddock Walk**
Viewing of Tru-Test Super Sires and Honda Motorcycles Impact Sires at Langtry property – 2455 Kimbolton Road
- 12.00pm** **Breed BBQ**
To be held on farm following the paddock walk at Langtrys and supported by Northfuels
- From 3.00pm** **Led Hereford judging**
Manfeild Park, Feilding

TUESDAY 13 MAY

- 9.15am** **PGG Wrightson Champion of Champions - Manfeild Park, Feilding**
- 9.45am** **Country-wide Queen of Hearts Heifer Sale**
Manfeild Park, Feilding
- 10.30am** **Hereford Sale**
Manfeild Park, Feilding



Steak of Origin Grand Final Dinner showcasing Countdown Finest Angus Beef

Monday 12th May | Manfeild Park Stadium, Feilding
The Silver Fern Farms Reserve Beef Canapé Hour and Judging will take place at 6.00pm, seated for dinner at 7.00pm
\$99 per ticket (a cash bar will be operating) | Semi Formal Dress

To book your tickets contact Beef + Lamb New Zealand Inc - Pippa on 09 489 0874 or pippa@beeflambnz.co.nz
PBBNZ Breed Member tickets only contact PBB - Kaylene on kaylene@pbbnz.com or see www.pbbnz.com to download your booking form

People's Choice Award

Sunday 11th May | Manfeild Park Stadium, Feilding
Join us from 4.00pm to taste the finalists steaks and help determine who will be named the Steak of Origin People's Choice winner for 2014



BREED BBQ LUNCH

2014

Monday May 12, 2014

Join us for a social and relaxed breed BBQ from 12noon at Awhea, 2455 Kimbolton Road, Feilding (immediately following the paddock walk).

At the BBQ a small number of presentations will be made including Platinum and Gold Benchmark Dams. All Hereford prizes will be presented at the conclusion of the led judging at Manfeild Park Stadium from 3pm.

Northfuels will be assisting with the BBQ and also offering a diesel draw to the value of \$250.

Lunch admission \$20.00+gst (your breed a/c will be charged).

All welcome but PLEASE book with the Hereford office no later than **Friday May 2, 2014**. Any cancellations after this date will not be refundable.
P 06 323 4484 E hereford@pbbnz.com or megan@pbbnz.com

2014 Herefords Australia Youth New Zealand Exchange Recipient Announced

Mark Duthie of Dalby, Queensland, is the recipient of the 2014 Herefords Australia Youth New Zealand Exchange.

Mark will be travelling to New Zealand in late March 2014 for two weeks. During his visit, which has been arranged through the NZ Hereford Association, Mark's itinerary will include visits to a number of Hereford studs, Lincoln University, Silver Fern Farms' Belfast processing plant and the Mendip Hills Field Day.

Director and Chairman of the Youth Committee of Herefords Australia, Scott Hann, commented that Mark was an excellent recipient of the 2014 Herefords Australia Youth NZ Exchange.

"Mark is one of the most passionate Hereford people you could ever hope to meet," Scott remarked. "He is a regular attendee at Hereford events and has always been ready and willing to get involved to promote the breed at every opportunity."

Mark has been in the livestock industry for over 10 years and is currently employed as a Stud Stock Specialist & Auctioneer with Grant Daniel & Long in Dalby. A member of Herefords Australia since 2001, Mark's introduction to the Hereford breed began with his grandfather who, after retiring from the police force, started a small Poll Hereford stud outside of Gympie called Nicorach.

It was at the Debarry Dispersal Sale that Mark purchased a Bowen Vincent daughter which was the foundation female for his Callaway Poll Hereford Stud. It is located on a small property bought by Mark in 2009 at Bell. He has since added females from

the Wararba Park, Dunoon and Merawah Studs.

"Due to the cost of land it is hard to purchase more property but I would love to expand my stud operation to 100-120 breeders one day and sell 30-35 bulls annually," Mark said.

"In the short term, with small numbers, I'm always on the lookout for new and outcross genetics so that I can attract other stud masters' interest and hopefully get a premium for my stock."

Of his chosen industry, Mark commented, "Over the last six years, there has been a great resurgence towards Hereford cattle in Queensland which makes me proud both as a Hereford breeder and advocate of the breed. The best thing about my career is selling these great Hereford bulls bred by people I now know in person and there is nothing more satisfying than when these people contact me for advice."

"I study pedigrees from around the world in my spare time," Mark said. "My love for the land and Hereford cattle is my passion."

The Herefords Australia Youth NZ Exchange is an annual program funded and organised by Herefords Australia in association with the NZ Hereford Association.



Visiting the NZHA office Mark Duthie, with host William Morrison.

Franklin A&P Show Results



Willowspring Attorney 481 (ET)

At his first show outing at Franklin A & P, 15th February 2014.

Winning;

- Champion Junior Male Hereford
- Grand Champion Male Hereford
- Supreme Champion Junior Hereford
- 1st All Breeds Bull Calf
- JUNIOR MEAT & WOOL CUP

GOLDPINE

NZHA-REAUG18

"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)



Newcastle Stud

2014 Gallagher Coast to Coast Herd Tour – South Auckland region



Mahuta Stud



Colrairie - Kanuka

Despite being in drought mode, all of the Hereford studs visited on the 2014 National Herd Tour had very sound, well grown Hereford cattle on display – a credit to all studs involved.

The tour started off in Hamilton city with the 2014 NZHA Annual General Meeting and Gallagher sponsored opening dinner, including oysters!

DAY ONE of the tour gave participants the opportunity to view Herefords at the Newcastle stud of Noel and Betsy Smith. The family had on display a great line-up of quiet cattle including herd sires and mixed-age cows with calves at foot. Travelling over to the Mahuta Stud of John and Mary Allen situated northwest of Huntly on 1000 hilly acres, to view an impressive, commercially orientated herd of approximately 200 stud cows with emphasis on ease of calving and fertility for their beef clients and low birth weight cattle suitable for heifer mating targeting the dairy industry.

After lunch at Nikau Café, courtesy of Kokonga Hereford Stud, we headed to the Kokonga Property on the coastal West Coast, west of Huntly. A picturesque hill country property, with Kokonga

Hereford Stud established 10 years ago. This stud is prospering as a result of acquiring exceptional female stock as they grow their herd. Okawa bloodlines feature strongly in both females and herd sires. Leelands, Awhea and Wando female genetics were also purchased initially.

Travelling back inland within close proximity to Huntly, the studs of Rodleen, Rodney and Colleen Nicholson; Joshstar and Kimihia Hereford Studs, Steve and Lauren Morgan and Matthew and Lisa Reisima respectively and the Graham Stud of Jason and Jody Graham were viewed. The Rodleen Stud, prone to extreme summer dry had 60 in calf cows on display and accompanying young stock, all in very good order despite the conditions. Dairy farmers currently, the Morgan's had the very successful Royal Show Champion sire, Awhea Immense on display. Despite being in a strong dairy region, the Joshstar Stud is focused on producing bulls suited to the beef industry and a solid lineup of rising two year sale bulls were on view. The Kimihia Stud, under the ownership of 15 year old Matthew and sister 11 year old Lisa Reisima had their animals on display also. It was heartening to see such passion and



Mahuta Stud

dedication from youth members. The Graham Stud had animals on view at the Morgan property – this stud is focused on producing animals with high quality carcase attributes for beef production.

A stunning ‘fine dining’ evening meal in the local community, was sponsored by Silver Fern Farms and Joshstar Hereford Stud – many thanks to all involved for their generous contributions.

DAY TWO commenced with a short bus trip south through dense fog to visit the Colrairie property of Colin and Sue Corney, where both Colrairie stock and Kanuka stud stock from the Russo family were on display. In order to acquire greater scale and advancements in their Herford herds, the two studs have joined forces under the ‘CK Herefords’ title. Extensively using AI sires such as Koanui Unanimous, Harvie Ladies Man and Kairuru Garner, the stud(s) are concentrating on producing bulls with moderate birthweight and frame size with favourable growth rates and carcase qualities.

Gallagher visit – a highlight of the tour

Thank you to the South Auckland Hereford Club and Peter Nation for the guided tour of Gallagher World Headquarters.

Here’s a little of how it got to where it is today...

In the Depression years of the late 1930s, Bill Gallagher Snr created an electric fence system along with home-made tractors and fertiliser spreaders for family and friends. As demand for his products grew, he began growing his business.

The 1960s saw the development of the mains operated electric fence.

Bill Gallagher Jnr initiated the export of electric fence energizers to Australia in 1969, to the UK and France in 1972, and to the US in 1974.

In the mid-80s, Gallagher acquired Sunplas Engineering and launched Gallagher Plastics Ltd.

These entities enabled Gallagher to build its own pressure die-castings for its plastic mouldings. Plastics could be produced to specific requirements. Additional work was also undertaken for outside industries.

Animal electric fencing took a natural progressive path to electric security fencing, gates and electronic swipe systems.

In 1999 the company bought PEC, who provides fuel pumps to some of the world's largest companies, and Ruddweigh who makes animal weighing and recording systems.

In 2008 the TSi was introduced closely followed by the Sheep Auto Drafter. The electronic componentry is assembled and tested before the final product is built, all by Gallagher.

To remain economical from overseas competition, Gallagher has utilised robotics in some production areas.

Some of the latest initiatives are The SmartFence, the Live Fence Indicator, and the HR4 Hand Held EID Tag Reader & Data Collector.

Gallagher also produce the Sunshine pegs which are just as much a kiwi icon as Red Bands.

After the Gallagher tour we headed to Pokeno where Johnny & Tania Dorotich welcomed us to their Gembrooke Stud, established in 2006. We enjoyed a tasty lunch sponsored by their business Pirtek Counties while viewing the stock. Their focus on structural soundness and carcass traits has drawn in genetics from Rangitoto, Newcastle and Hukaroa.

The Achindrean Stud of Colin and Val McKenzie, although now dispersed had several Hereford heifers on display at Glendale as part of their final herd tour. Committed to showing, the McKenzie’s highlight was winning Supreme Champion Hereford at the 1999 National Hereford Show. Best wishes to you for your future endeavours.

Graham and Fiona Potter of the Glendale Stud, situated at Pukekawa after 35 years of stud cattle breeding have made the decision to disperse their Hereford herd by private treaty. Herd tour participants were able to view Glendale stock –with the potential to purchase! Stringent culling for poor performance over the years has enabled the Potters to develop a solid line of cattle, now for sale.

The last stop of day two comprised a stud visit and sponsored dinner at the well-known Hukaroa stud of Lisa and Dean Hansen and Peter and Glennis Hansen. The Stud is located on Hukaroa Station at Waeranga, a strong hill country property which Dean and Lisa run. Hukaroa host an annual bull sale, selling approximately 80 bulls from a base of close to 200 stud cows, to a loyal clientele



Nikau Cafe



Rodleen



Joshstar



Bill Grounds



Kokonga Stud



Kimiha



Awhea Immense



Graham

comprising of both dairy and beef farmers. Regular supporters of the National Hereford Genetic Sale, Hukaroa Item topped the 2102 sale selling for \$28,000.

A perfect autumn evening enabled us to enjoy a generous outdoor dinner sponsored by Rabobank, featuring Pete's superb smoked trout. A surprise encounter with the Log o' Wood ie Ranfurly Shield, with strict conditions and security (that had to be enforced) by Lisa, was a once in a life time experience for many.

DAY THREE of the tour saw us arrive at Hangawera Station, owned by Tainui Holdings and managed for the past eight years by Ian and Petula Mathieson. Their Stoney Creek Stud is farmed as part of the rigorous commercial operation. A highlight for the Mathiesons was being awarded Reserve Supreme Champion Hereford Bull 2012 with Stoney Creek Greek 1005.

On the bus to Maranui we were treated to a scenic route through the Karangahake Gorge, morning tea at the historical township of Waihi and an enlightening tour of the Waihi Gold Mining industry, in particular the Martha Mine, an expansive open pit mine which has been operating since 1987. Further down the road we visited Maranui Hereford Stud, owned and farmed by Rita and Stewart Brown, along with Graeme and Rachel and little Luke and Finley. The 160ha sandy hill country continues to the beach where Rita and Stewart reside. In addition to the 60 Hereford breeding cows they have taken on dairy grazing in recent years. Most of their bulls are sold as yearlings to dairy farmers.

An ASB sponsored smorgasbord lunch at Waihi RSA in balmy beach surroundings was enjoyed by all and the prominent Hereford Prime sign was duly noted.

As our expedition continued south toward Tauranga the

brown drought haze transformed to a lush green by the time we disembarked at Douglas McCartney's Castle Douglas Stud. The 2.88ha lifestyle block also is home to Douglas' passion of carpentry and joinery. His puriri dining table and other works are a credit to him.

Just a little further down the road and we arrive at Karamu, the home and stud of Michael Bayly for the past nine years. A surprise appearance by Phil and Mildred Bayly and Peter Davies sparked some reminiscent stories. The purchase of Koanui Unrivalled 9336 and Monymusk Grant show potential to enhance the breeding ideals Michael is passionate about.

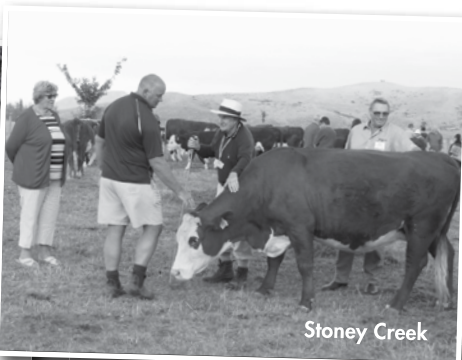
As is customary, the final night activities commenced with Sheriff Peter Hansen and Deputy Michael Bayly showing no mercy as they tried, convicted and collected reparation from 'guilt -ish' tour party members. The PGG Wrightson sponsored closing herd tour dinner and the highly successful Youth Auction with its eager bidders, raising \$11,000 for the NZHA Ambassador programme was the icing on the cake for the Gallagher Coast to Coast National Hereford Herd Tour 2014.

A huge thank you to all members of the South Auckland Club involved in the co-ordination and hosting of 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 contributions greatly added to the success of the event.

Sadly John Howard from the Arundel Hereford Stud passed away recently. The Arundel Hereford Stud was also to be visited on this tour. Sincere sympathy is extended to the Howard family.



Hukaroa Stud



Stoney Creek



Hukaroa Stud



Gallagher



Karamu

TARANAKI Hereford Club awards Life Membership

Taranaki Hereford Breeders Assn (THBA) constitution states, "a life member is elected by the association for any person whom they consider to have materially advanced the objectives of the Association."

Recently, John and Bernice Loveridge of Keelryn Hereford Stud, were awarded Life Membership of the Taranaki Hereford Breeders Assn

In terms of the objectives of the THBA, John and Bernice have more than met the objectives of the association.

In 1976 Mr TJ McDonald moved that John Loveridge be accepted as a member of the Taranaki Hereford Breeders Association (THBA). The President at that time was Mr B Price, from whom Bernice, in 1973, had purchased two hereford heifers as a birthday surprise for John. John became an active member of the THBA and gained immensely from one of the objectives and benefits of the association by regularly attending meetings where lively discussions, stimulation and encouragement occur for the betterment of the Hereford breed.

In 1980 John joined the THBA social committee alongside Rodney Jupp, Bob King and Stan Hooper. In these early years John and Bernice began to show their commitment and passion for the Hereford breed by beginning what was to become a very successful showing record, not only to line up and compare their own stock to the likes of Tom MacDonald & family but to showcase what we all must agree is one of the ultimate beef breeds in New Zealand.

In 1981 John's name was submitted by the THBA to become an Associate Judge of the New Zealand Hereford Association (NZHA) and in 1985 John became a Senior NZHA Judge. As such, John was also given the dubious honour of being a bull inspector on more than one occasion for the then prestigious annual THBA event, the Taranaki Hereford Breeders Show and Sale.

Bernice increased her club involvement in 2002, becoming



David Steele, President of Taranaki Club presents Life Membership status to John and Bernice Loveridge.

THBA President in 2004 and during this time was heavily involved in organising a very successful National Herd Tour in Taranaki. In 2005 Bernice represented the association as our council delegate on the NZHA Council

John's personal ambition to breed bull good enough to win at the New Zealand Beef Expo was finally recognised in 2006 after being reserve National Champion a few years previous. This acknowledgement of success, along with the many years of exhibiting quality cattle successfully at the local shows, means that John and Bernice provide a standard of cattle that many members aspire to.

Over the years, John and Bernice have also met one of the constitution objectives by assisting members with marketing their registered cattle by promoting and sharing their knowledge during club events for preparing animals for showing as well as visiting new members to offer guidance and support and critique.

John has been a mentor to new breeders offering his insightful advice, experience and passion to promote the quality and standard of Hereford cattle which is the first and foremost objective of the TBHA.

At a recent club meeting John and Bernice were sincerely thanked for their contribution by honouring them as Life Members of the Taranaki Hereford Breeders Assn.

Promote your Bull Sale via NZ Herefords

Take the opportunity to
promote your Sale in 2014

Remember there are other advertising opportunities available to breeders through the NZHA.

HEREFORD MERCHANDISE

▶ **DON'T FORGET TO ORDER FOR YOUR BULL SALE.**
See the NZHA website for full details and prices.

BULL SALE CATALOGUES

▶ **CONTACT THE OFFICE TO ARRANGE PRODUCTION**



The NZHA bulk email system reaches over 240 breeders at \$100 +GST per bulk email.



Advertising in the bi-monthly member newsletter which is also placed online, found on the NZHA website, potentially reaching a worldwide audience.

Full page\$300.00

Half page.....\$150.00

Quarter Page.....\$75.00



A link to your own stud website can be included under 'breeder websites' on the NZHA website at a cost of \$50 per annum for hosting.

Prices are GST exclusive



Some of the visitors to Mendip Hills Station and the Importance of the Beef Cow field day take the chance to view some of the cow herd.

Field Day Continued from pg1.

She said this may mean conserving pasture or moving the calving date. But above all she encouraged farmers to remember that cow gains are given to other stock classes.

Jim Gibbs from Lincoln University addressed the use of fodder beet crops.

He described the crop as a “sugar bomb” with the bulb comprising up to 70% sugar. The bulb was also 75% dry matter (DM) and the leaf 25% DM.

“It is an energy bomb and all digestible.”

He said there are no toxicity issues with fodder beet but transitioning cattle over a 14 day period is key.

He refuted any arguments it is an expensive crop saying that while on average it might cost \$2100/ha to plant, with yields of up to 30 tonne or more it equates to 6-8cents/kgDM.

The day included an extensive farm tour of the iconic Mendip Hills Station looking at cattle and farm development which included a new water reticulation system.

Mendip Hills Station manager Simon Lee was asked why he had mainly Herefords and some Angus cattle and wasn't using an

exotic breed in the mix. There is also a portion of the herd which is Hereford Angus cross cows.

“I like the British breeds and Herefords are nice and quiet which is really important when you have staff.”

The day concluded with a demonstration by Bowmont Wholesale Meats Hereford Prime butcher Stephen Flynn who showed how to seam out a whole rump.

He was joined by the entertaining and bubbly Masterchef runner up Jax Hamilton who then cooked up the muscle groups – including a roast from the cap of the rump and Hereford Prime Rump Kebabs (using the heart of the rump) with blue cheese and horseradish sauce and chunky seasoned chips and Hereford Prime rump steak (also from the heart) with bashed spuds and sprouts and mustard butter. Three cuts can be seamed out from a whole rump - the tail being the third cut which would typically be roasted.

• NZ Herefords extends their appreciation to Honda Motorcycles NZ Ltd, Merial-Ancare, Beef + Lamb NZ, Northern South Island Farmer Council and PGG Wrightson for their support in the day.

**50 Years of Breeding
Established 1964**

**POLLED
MONYMUSK
HEREFORDS**

BRED TO SHIFT

ANNUAL ON FARM SALE MAY 29TH 11.30AM 37 BULLS
SIRES: Matariki Holy Smoke, Lime Hills Six Eighty 262, Matariki Dunstan,
Monymusk Charlie, Monymusk Captain, Matariki Marco, Wairuna Daffy.

After 50 years of breeding it is a great thrill to present such an even and true to type line of bulls. We feel they are an even better line up than last year with some top individuals spread right through the catalogue. All bulls have thickness and depth and show excellent muscling backed up with good EMA EBVs.

**MONYMUSK GALLANT AND
MONYMUSK GRENADE
POST-SALE 2013**

ENQUIRIES TO: Chris, Jayne & Henry Douglas

508 Gillespie Rd, RD1, Te Anau • **PH/FAX:** 03 249 8588
EMAIL: monymusk@extra.co.nz • **f FACEBOOK:** Monymusk Herefords
MOBILE: **Chris:** 027 549 8588 • **Henry:** 027 291 4414 • **Jayne:** 0274 126 555

**POLLED
MONYMUSK
HEREFORDS**



**SILVER
FERN®
FARMS**

**SUPPLYING THE VERY
BEST OF NEW ZEALAND**

Silver Fern Farms' Backbone® Partnerships reward you for enabling your co-operative company to confidently plan forward sales and marketing programmes with key international retail and foodservice customers. Your livestock supply commitment ensures we can deliver exceptional quality product to exacting specifications within market-critical timeframes.

**That is how, working
together, we will build a
world-leading brand.**



PREMIER SELECTION

HEREFORD
NEW ZEALAND BEEF

**AGING
GRACEFULLY.**

Silver Fern Farms Premier Selection Hereford New Zealand Beef is marketed proudly on the world stage with a unique promise.

Hereford is an uncommonly fine breed of beef with a hardy constitution that comes from its English roots. Reared in New Zealand's lush pastures, Silver Fern Farms Premier Selection Hereford Beef's broad shouldered muscularity and calm temperament allow it to reach a consistently prime condition. The supremely tender meat that results is full of subtle, yet complex flavours that are concentrated as it ages.

**Traditionally subtle yet
complex flavours**

A breed that exemplifies traditional beef flavour, with the complexity and subtlety of a grass-fed diet.

**Calm temperament for
consistently prime beef**

A naturally tender breed



For more information, or if you would like to join Silver Fern Farms Backbone® Hereford Partnership Programme, please contact:
jason.graham@silverfernfarms.co.nz

**100% MADE OF
NEW ZEALAND**
www.silverfernfarms.com
foodservice.silverfernfarms.co.nz