

# hooked on HEREFORDS

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

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## Diary Dates

**3RD - 4TH NOVEMBER**  
NZHA COUNCIL MEETING

**12TH -14TH NOVEMBER**  
CANTERBURY SHOW, CHCH

**22ND NOVEMBER**  
NZHA UPPER NORTH ISLAND  
THINK TANK

**26TH NOVEMBER**  
COPY DUE FOR DECEMBER  
NEWSLETTER

**3RD DECEMBER**  
NZHA LOWER NORTH ISLAND  
THINK TANK



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## World Prices tipped to rise

Courtesy of Farmers Weekly - Vol 13 No 37, September 22, 2014

Lower production in the United States, combined with greater world demand, will lift beef prices in the coming year, Beef + Lamb New Zealand says. The greatest demand growth would come from China, it said.

NZ might not be able to take full advantage of the market because its export volume was likely to be lower than last year, down about 3.6% to 353,000 tonnes of shipped weight. The good news was an expected 9.4% lift in FOB value to \$6380 a tonne, from \$5380/t in 2013-14.

US beef cattle numbers were at record lows, about 88 million, at the January count and it was unclear if there was any herd rebuilding through the retention of heifers, B+LNZ said. A government report in July showed little or no increase in replacement heifer numbers from July 2012.

The US department of Agriculture expects a 1% fall in beef production next year, following a 4.5% fall this year. US beef imports have jumped 15% this year and are expected to rise 1% next year. The difference is largely explained by an expected drop in US exports.

B+LNZ's report noted the price for lean fresh beef in the US had risen to record high levels since January this year. While the price for

imported lean beef had not risen as fast there had been strong increases since June.

That trend was expected to continue and the benefit for NZ beef suppliers was expected to be improved by a weaker NZ dollar, reversing the trend of recent years, the report said.

Demand for beef in China was exceeding the growth in domestic production, leading to greater import volume, and that was expected to continue at least for the next year, it said. NZ is China's third-biggest supplier of beef, providing 11% of imports, following Australia (53%) and Uruguay (24%).

However, Australia's drought-induced high slaughter levels and low calving rates in the year to June are expected to result in lower production the coming year. Australia's agriculture forecasting group ABARES expects a 6% fall in beef and veal exports.

B+LNZ expects the NZ cattle slaughter to fall to 2.2m in the coming year, from 2.29m in 2013-14, mainly because of lower cull cow numbers.

Steer and heifer numbers are expected to fall by smaller amounts but with a higher bull kill tally. Average kill weights are expected to be marginally higher.



# President's Note

Dear Members,

Spring has arrived with variable weather and some areas in need of rain while some of us have had enough for the present time. The spring sales have all gone well thus far with most breeders attaining averages ahead of last year's which along with a high beef schedule should enable all breeders to have a very good year – it is the first time that I can remember that the bull schedule is higher than prime beef.

There are two "NZHA Breeder Think Tanks" planned for the North Island later this year, with the intention of holding a similar forum in the South Island early in 2015, prior to the voting process for the proposed NZHA Governance changes. The first is to be held in Hamilton on the 22nd November, followed with another in Feilding on the 3rd December. These forums will allow the membership the opportunity to have a discussion all matters pertaining to Herefords, but particularly regarding Governance and the Strategic Plan. I encourage you all to take this opportunity to attend and be part of some informed discussion.

I would like to thank those that have either singularly or collectively already documented feedback to the NZHA Council

over the proposed changes - we appreciate the time and thought that you have put into your suggestions, which will be taken into account when Council prepares the final wording of the remits at their next NZHA Council meeting on the 3rd and 4th November.

It was pleasing that some of you responded to the request for input regarding the showing of cattle and OSH concerns. It is up to us to promote a workable policy rather than have something forced upon us that may deem Ag Innovation unworkable in its present form, not to mention A&P shows.

If you thought that the Health and Safety Act that was implemented back in the nineties was a little over the top, brace yourselves for what is likely to become law next year.

On a brighter note enjoy the beef industry's good fortunes, long may they last.

*Kind regards,*  
Philip Shepherd.  
President, NZHA



## Registry Report

**GROUP RUN CUT OFF** is now the 3rd of each month with the return being towards the end of the month.

**AI SIREs** Please check your AI Sires are registered with the Association and have a DNA prior to purchasing, selling or advertising semen.

**PARENT VERIFICATION** changes of an animal resulting from DNA profiling, needs to be initiated by the Breeder, even if the test has been done through PBBNZ.

**\$1 SURCHARGE** per calf applies calves entered manually from May 1 2011.

**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.

**THE LATEST HYPOTRICHOSIS RULE** 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.

Linda Shailer  
Registry

## Welcome to new Hereford breeders

NZ Herefords would like to welcome the following new member to the Association and wish him the best for his future Hereford breeding endeavours.

Name	Prefix	Town	Herd No.
George Timperley	Timperlea Downs	Rangiora	1797

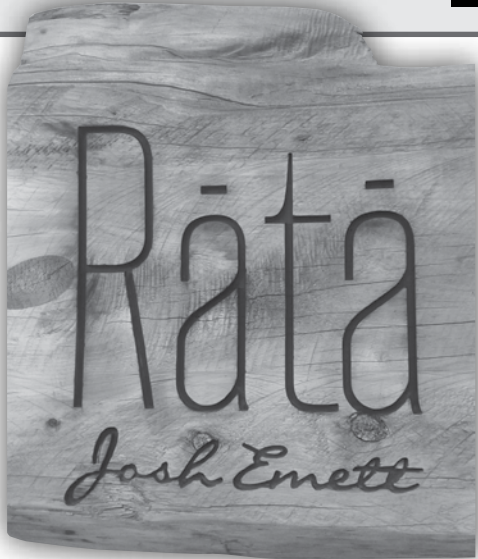
### NZHA account payments

Please check your internet banking is set up with the correct NZHA bank account number. Ensure that payments are made into the NZHA RABOBANK account as the Westpac account will be closed on 30th September 2014.

The Rabobank account number is provided on all NZHA invoices and statements and is as follows:- 03-1353-0228574-00

Just a reminder that when paying NZHA accounts please ensure that you include your NZHA customer number as the reference.

**When making payments to NZHA as well as other breed societies or PBB, please note that entities hold separate bank accounts and are to be paid into each separate account accordingly.**



*The succulent Rata Beef Wellington showcasing Hereford Prime beef, makes quite an impression served on its platter.*

## Prestigious Queenstown Restaurant Serving Hereford Prime

Hereford Prime prides itself on setting its beef apart from other branded beef programmes by finding its way onto the menus of some of the most esteemed restaurants in New Zealand.

Rata, the award winning Queenstown restaurant of highly acclaimed and Michelin starred chef Josh Emmett is one of those.

Hereford Prime is proud to be included on the menu of this exclusive restaurant which caters to clients from tourists to high powered international celebrities and while it is an award winning restaurant it has a relaxed atmosphere in its location tucked away among heritage buildings in Queenstown.

Bowmont Wholesale Meats in Invercargill supply Rata with Hereford Prime which is served in the “feast” section of their menu as a mouth-watering Beef Wellington.

The succulent beef is the star of this dish and creates quite the entry to the dining room when it is served on a giant plate - wait staff definitely need both hands to carry it.

**To find out more about Rata see Pg 48 of this year’s NZ Herefords magazine.**

### Award Winning Hereford Prime

Available at:

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

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

THE VILLAGE BUTCHER,  
Ormond Road, Gisborne — Ph (06) 867 7689

WAIPAWA BUTCHERY,  
High Street, Waipawa — Ph (06) 857 8789

[www.herefordprime.co.nz](http://www.herefordprime.co.nz)

## WANTED!

### Cattle Eligible For Hereford Prime.

Hereford Prime is experiencing strong demand for its beef with some exciting opportunities in the pipeline.

However this growth can’t be harnessed without the support of breeders and finishers supplying the right cattle.

Eligible cattle are needed now to help the brand capture these market opportunities, especially in the lower North Island. If you have eligible cattle or can provide us with the details of where we can source finished eligible cattle we’d love to hear from you!

Eligible cattle should be steers or heifers and be targeting a grade of P2 with a carcass weight of 240-300kgCW and be Hereford or Hereford first cross British breed.

If you can help, please contact Hereford Prime brand manager, Natalie Campbell 06 323 4484 or 0277 323 448 or procuring agents, Richard Williams 021 519 153 or Tony Gallen 027 590 1711.



[www.youtube.com/herefordprimenz](http://www.youtube.com/herefordprimenz)



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# Value of New Zealand Exports

Year ended 30 June 2013 (\$ million FOB)

	2009	2010	2011	2012	2013	%Change		2009	2010	2011	2012	2013	%Change	
<b>PASTORAL PRODUCTS</b>							<b>OTHER ANIMAL PRODUCTS</b>							
<b>WOOL</b>							<b>Hides &amp; Skins</b>							
Raw Wool	569.7	552.1	716.9	776.3	678.3	-12.6%		203.4	162.9	253.3	343.5	339.7	-1.1%	
<b>MEAT</b>							<b>Deer Velvet</b>							
Lamb	2,629.7	2,454.5	2,436.4	2,309.9	2,263.2	-2.0%		27.8	28.2	29.1	31.7	19.8	-37.6%	
Mutton	385.5	348.4	473.9	329.4	395.0	19.9%		139.3	129.0	145.7	141.6	149.0	5.2%	
Beef & Veal	2,005.3	1,822.4	2,035.8	2,009.5	2,142.8	6.6%		20.1	22.4	22.9	45.0	26.8	-40.4%	
Venison	293.5	208.6	215.0	205.3	171.2	-16.6%		350.2	287.9	336.7	407.8	427.2	4.8%	
Edible Offal	188.2	186.3	196.3	209.9	206.9	-1.4%		<b>TOTAL OTHER</b>	<b>740.8</b>	<b>630.2</b>	<b>787.6</b>	<b>969.7</b>	<b>962.5</b>	<b>-0.7%</b>
Other (poultry, pork)	165.3	184.7	204.0	240.5	271.1	12.7%		<b>LIVESTOCK</b>	<b>163.3</b>	<b>198.2</b>	<b>225.0</b>	<b>236.3</b>	<b>237.8</b>	<b>0.6%</b>
<b>TOTAL MEAT</b>	<b>5,667.5</b>	<b>5,204.9</b>	<b>5,561.3</b>	<b>5,304.5</b>	<b>5,450.3</b>	<b>2.7%</b>		<b>TOTAL PASTORAL</b>	<b>17,166.8</b>	<b>16,063.4</b>	<b>19,345.9</b>	<b>19,764.5</b>	<b>19,520.2</b>	<b>-1.2%</b>
<b>DAIRY</b>							<b>HORTICULTURE &amp; ARABLE</b>							
Milk & Powders	5,665.8	5,758.0	7,575.6	7,910.7	7,967.6	0.7%		Fresh Kiwifruit	1,071.7	995.7	962.6	1045.7	934.0	-10.7%
Butter	1,693.6	1,745.8	2,400.9	2,294.8	1,909.9	-16.8%		Fresh Apples	395.7	324.6	363.3	341.6	475.3	39.1%
Cheese	1,610.6	1,330.7	1,354.2	1,419.6	1,441.2	1.5%		Other Fresh Fruit	140.8	165.8	159.1	197.3	140.2	-28.9%
Casein	1,055.5	643.4	724.4	852.6	872.5	2.3%		Vegetables	415.5	408.0	447.5	405.3	403.8	-0.4%
<b>TOTAL DAIRY</b>	<b>10,025.5</b>	<b>9,478.0</b>	<b>12,055.0</b>	<b>12,477.8</b>	<b>12,191.2</b>	<b>-2.3%</b>		Seeds, Plants, Plant Material	232.7	212.8	223.7	253.5	280.0	10.5%
								Cereals	3.9	9.1	10.1	7.7	25.3	227.1%
								<b>TOTAL Hort &amp; Arable</b>	<b>2,260.3</b>	<b>2,116.1</b>	<b>2,166.3</b>	<b>2,251.2</b>	<b>2,258.6</b>	<b>0.3%</b>

## New Tru-Test 5000 Series Weigh Scales

*Hard work, made easy*



Tru-Test has taken advantage of advances in computer and manufacturing technologies and the demands of modern farmers to introduce a new weigh scale range – the 5000 series – comprising the XR5000 and ID5000.

The XR 5000 in particular has been designed for commercial farmers and breeders so if you are a stud breeder who has used an earlier model you will notice some big changes: from data capture and information access in the yard, recall when you want and extensive data storage. You are welcome to push it to its limits.

The 5000 series retains the important things needed from professional weigh scales: ruggedness, accuracy and reliability. Now it also offers more intuitive navigation, ‘favourite’ settings so you and your staff don’t need to remember how to load those ‘once a year’ jobs and you have the ability to record and manipulate live animal weight data. The XR5000 and ID5000 both integrate wirelessly or by cable to transfer data from the yard to the office or to any other destination that’s required.

For more information on the 5000 series contact **0800 263 278**.

### Dave McKenzie, Mt Montrose Station

With the XR5000 we can access all the information we need while we are weighing: what is going on with each sire stud line, the amount we are feeding them, what pastures or crops they’ll get the most weight gain out of. As soon as weighing is complete we can decide the next move straight from the yard.

## WHAT’S NEW?

### Set up – made easy

Step-by-step set ups, on-screen help, predefined settings, ‘favourites’, automatic recall and back up, ease of use to switch easily between jobs and make changes on the go.

### Data capture – made easy

Take the sweat out of managing data in the yard with powerful tools to benchmark animal data and manage target-weight.

### Data transfer – made easy

Transfer with USB to PC, Bluetooth, USB stick and smart phone apps (Apple and Android) for both the XR5000 and ID5000.

### Data storage – made easy

The XR5000 holds up to one million records, 100 data fields and 1000 sessions. It’s ideal for data-hungry farming – breeders, finishers and commercial operations.

### Visibility – made easy

A 7” colour transfective screen for perfect clarity even in the harshest light, an automatic instant inside-outside mode sensor and ability to harnessing the sun’s energy for extended battery life.

The XR and ID 5000 use Tru-Test’s unique Superdamp III technology to lock onto the weight of a moving animal and remain the fastest, most accurate weigh scales on the market.

# NZHA BREEDER THINK TANK – Feilding, December 2014

All NZHA breeders are invited to attend and participate in a NZHA Breeder Think Tank forum to be held at PBBnz, Feilding on Wednesday 3rd December 3pm – 6.30 pm.

## The purpose of the forum-

- » To allow breeders the opportunity to discuss with Council the proposed governance model.
- » To allow breeders to put forward thoughts pertaining to the NZHA Strategic Plan.
- » For the NZHA Council to outline the proposed 2015 Calendar of NZHA Events.
- » To give breeders the opportunity for general breed discussion.

(The NZHA forum is to be held on the same day as the PBBNZ AGM and the AgInnovation/ Beef Expo AGM. The forum takes place at the conclusion of the fore mentioned AGM's).

- » A NZHA Breeder Think Tank is also being held in the upper North Island in late November.

The South Auckland Hereford Club will host the forum in Hamilton on Saturday 22nd November. Location Hamilton Airport Motel and Conference Centre . 10:30am commencement.

- » A South Island Breeder Think Tank is being planned for late January/ early February 2015.

Likely to be held in the Canterbury/South Canterbury region. Further information will be circulated closer to the time.

## Southern venue for NZMHBG AGM

Earlier this year the New Zealand Miniature Hereford Breeders' Group held its AGM at a very different place from previous ones. Fourteen members travelled to Ashburton from almost both ends of New Zealand to hold the meeting at the Hotel Ashburton where we were also accommodated. Five of the six South Island Miniature Hereford breeders were present which was most encouraging.

Five speakers were organized for the two day event with a variety of topics relevant to our activities as breeders of Miniature Herefords. Lisa Olier, a South Island Consultant for CRV Ambreed and a mini breeder spoke on the Philosophy and Function of CRV Ambreed. Hazel Foley, of OSPRI talked about the roles of TB testing and NAIT with regard to biosecurity in New Zealand. Amy Avery and Laura Mulshine from VETLIFE Ashburton discussed Animal Health Plans and Janet Poole, a mini breeder, outlined her ongoing programme for breeding a New Zealand



line of polled Miniature Herefords.

Elections for the NZMHBG Council were: Graham Hunkin (President), Debra Hamilton (Secretary), Helen Russell (Treasurer), Dimi Cooper (Registrar),

Natalie Fletcher, Sharon O'Brien and Janet Poole.

With the success of this meeting it is hoped we may be able to hold future AGMs alternatively in the North and South Islands.

**Recently an NZHA breeder put forward the following query for ABRI consultation. The following comprehensive feedback was provided for all NZHA breeders to consider.**

## Questions about Birth Weight EBVs

How are birth weight EBVs calculated in the Hereford BREEDPLAN analysis? What influence does the actual birth weights of siblings and other members of the pedigree have on the birth weight EBVs calculated in the BREEDPLAN analysis

Birth Weight EBVs are estimates of genetic differences between animals in the weight of the calf at birth. The EBVs are calculated using:

- » Information on the individual animal – this includes the actual birth weight (if recorded) and other performance data (eg. weaning, yearling and final weights) that is genetically correlated with birth weight; birth weight records are referred to as direct information, whereas other performance records are referred to as correlated information;
- » Information on close relatives – this includes parents and grand-parents, as well as progeny and grand-progeny;

Actual performance records can only influence EBVs if there are head-to-head comparisons between animals that have been managed together or treated the same (ie. animals in the same contemporary group). A single weight record has no influence on EBV calculations unless that weight record is compared to the weight record of another animal in the same contemporary group. The BREEDPLAN analysis forms contemporary groups using such information as: herd, year, sex, birth number (single or twin), birth type (natural or ET) and breeder-defined management group. It is critical that any differences between animals in calving groups, post-birth management groups and treatment effects (e.g. sick; fed for show) are recorded with the performance data submitted to BREEDPLAN.

Birth weight is also influenced by the age of the dam: calves born to younger females tend to have lighter birth weights than those born to older females. The BREEDPLAN analysis adjusts all birth weights to account for differences in age of dam: they are adjusted to a 5yr old dam equivalent. Likewise, differences in age of animal and age of dam cause differences in post-birth weights – so the BREEDPLAN analysis adjusts this raw data to a constant age at weighing (e.g. 200-, 400- or 600- days) and a constant age of dam (ie. 5yo).

The BREEDPLAN analysis then calculates birth weight EBVs based on assumptions as to how birth weight is affected by genetic factors (referred to as the heritability) and how the genes affecting other traits also affect birth weight (referred to as genetic correlations). If an animal does not have a birth weight of its own, the BREEDPLAN analysis still calculates an EBV based on other correlated records the animal may have and also what is known about its close relatives. The genetic parameters used in the Hereford BREEDPLAN analysis have been estimated from the data available for the Hereford breed in New Zealand and Australia combined. The following table summarises some of the important parameters relating to birth weight.

Heritability: Birth weight	0.32
Genetic correlation with BW:	
Weaning weight	0.70
Yearling weight	0.55
Final weight	0.60

If genetic factors accounted for all the differences seen in adjusted birth weight within a contemporary group, then the “direct” heritability would be closer to 1.0. In reality, the “direct” heritability is 0.32, which means that non-genetic factors account for more variation in birth weight than do direct genetic effects. From a selection and genetic improvement perspective, we are only interested in the genetic part being expressed in the differences seen within a contemporary group. This is the component passed from one generation to the next. Birth weight EBVs reflect the genetic part of the variation seen in adjusted birth weights.

Birth weight and post-birth weight traits also share much in common at the genetic level, so information on birth weight will add to EBV calculations for 200-, 400- and 600- day weights and information on post- birth weights will contribute to EBV calculations for birth weight. All else being equal, an animal’s own birth weight record will contribute more to its birth weight EBV than will its post-birth weight records – but the birth weight EBV still remains influenced by post-birth performance when compared to other animals in the same contemporary group.

### An example

The following example has been put together to demonstrate how the different sources of information contribute to birth weight EBVs. This example is based on a BREEDPLAN analysis of the weight records for one NZ Hereford herd only:

Trait	No. of animals recorded
Birth weight	1,602
Weaning weight	1,768
Yearling weight	1,419
Final weight	1,916

Two analyses were run:

- » **BW-only:** this used the birth weight records only – there were no post-birth records included; this will show the influence of birth weight data on the birth weight EBVs for animals in this herd;
- » **ALL:** this used all the weight records (birth and post-birth);

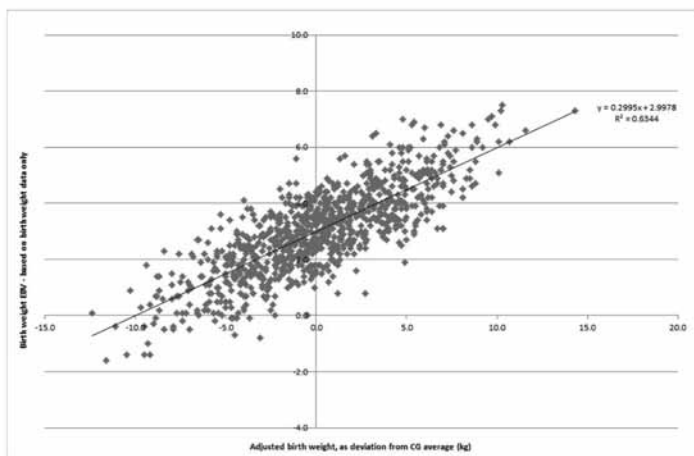
the influence of post-birth weight data on birth weight EBVs will be seen when comparing this analysis with the BW-only analysis;

Figure 1 shows how the birth weight EBVs are influenced by birth weight records, when only birth weight data is analysed (BW-only). In this graph, the adjusted birth weights are expressed as the difference (or deviation) of the weight from the average weight of the contemporary group. This removes the differences between contemporary groups due to year, season, sex, etc. A positive birth weight deviation means the weight was heavier than the average of the contemporaries; a negative birth weight deviation means the weight was lighter than the average of the contemporaries.

There is a very significant positive relationship between birth weight deviation and birth weight EBV. Those calves with an adjusted birth weight that is lower than the average of the calves in their contemporary group tend also to have lower birth weight EBVs. Those calves with an adjusted birth weight that is heavier than the average of the calves in their contemporary group tend also to have higher birth weight EBVs. The overall relationship shows that 63% of the variation in birth weight EBVs can be accounted for by differences in adjusted birth weight deviation. The correlation between the two sets of values is 0.80. This result tells us that:

- » Birth weight EBVs reflect differences in actual birth weight records, assuming that age of dam effects have been removed and calves are being compared head-to-head in appropriate contemporary groups;
- » Additional differences in birth weight EBVs are associated with information coming from close relative, whether that be from parents (own birth weight & other sib information) or progeny (own birth weight or progeny birth weights): this accounts for the remaining 37% of the variation in the birth weight EBVs in the BW-only analysis;

**Figure 1.** Birth weight EBVs compared to adjusted birth weights (expressed as deviation from contemporary group average). BW-only analysis.

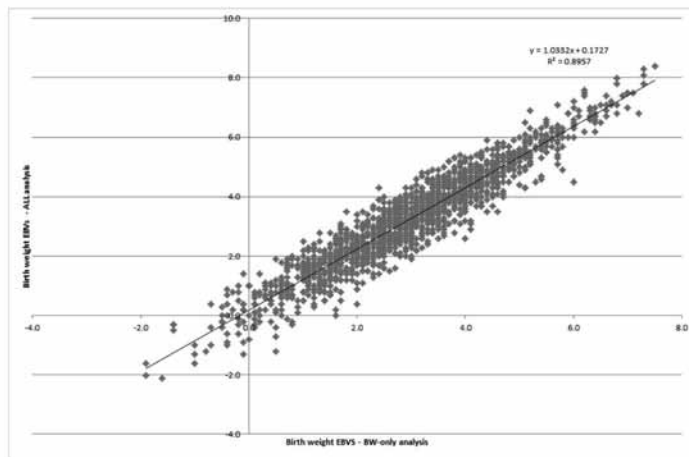


**Figure 2** compares the birth weight EBVs from the BW-only analysis with those from the ALL analysis. There is a very strong positive agreement between the two sets of EBVs: approximately

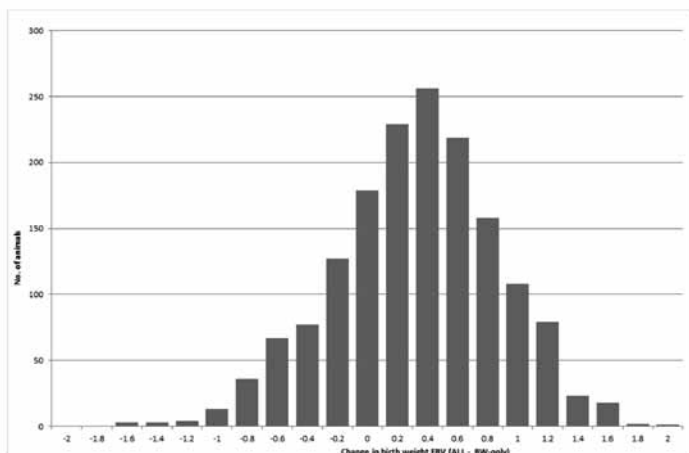
90% of the variation in the birth weight EBVs from the ALL analysis can be explained by the variation in EBVs from the BW-only analysis. That's a correlation of 0.95. Those calves with a low birth weight EBV in the BW-only analysis also tended to rank with a low birth weight EBV in the ALL analysis; likewise for calves with a high birth weight EBV. However, there are two points to note:

- » There is an additional effect of post-birth weight data on birth weight EBVs, beyond that explained by birth weight data only; if this were not the case, then you would only see a perfect line, with no scatter of points around it; the scatter of points around the line, though, means the post-birth weight data has an additional influence on birth weight EBVs;
- » While inclusion of the post-birth weight data does cause some birth weight EBVs to increase, there are just as many animals where the birth weight EBV decreases when the additional weight data is included; this is seen at both the heavy birth weight EBV and the low birth weight EBV end of the spectrum;

**Figure 2.** Birth weight EBVs from the BW-only analysis compared with those from the ALL analysis.



**Figure 3** summarises the changes in birth weight EBVs observed when the post-birth weight data is included in the BREEDPLAN analysis. Of the 1,600 animals compared, the average change in birth weight EBV was only 0.3kg, with actual changes ranging from a decrease of 1.7 to an increase of 1.9 when including post-birth weight records. Almost 75% of the birth weight EBV changes were +/- 0.6kg only.





These results show that actual birth weight data is the most significant source of information contributing to birth weight EBVs in the example herd. Using birth weight records only, the EBVs ranged from -1.9 to +7.5. The inclusion of weaning weights, yearling weights and final weights added further information to the birth weight EBVs calculations, but did not cause any single birth weight EBV to change up or down by more than 2kg. Most of the changes seen were less than 1kg.

### Conclusion

A bull's birth weight EBV reflects all the information currently known about him, including his own birth weight (if recorded), correlated information recorded on him (like weaning, yearling and final weight) and information contributed via his pedigree. Birth weight, like all of the major beef production traits, is controlled in part by genetic factors – but non-genetic factors still have a greater influence. So it's important to make use of all sources of information in a genetic evaluation, when calculating birth weight EBVs. The emphasis given to each source of information depends on the genetic parameters used in the BREEDPLAN analysis and those used by BREEDPLAN have been estimated from the actual Hereford data. This means that all assumptions in the model are based on the actual data being analysed.

## Eastland Hereford Club looks forward to hosting 2015 NZHA Herd Tour 22 - 25 March 2015

Fully based at the  
Quality Hotel Emerald  
in Gisborne

Day one South to Wairoa  
Day two North to Tolaga Bay  
Day three Inland Gisborne

Viewing over 1000 registered cows

"Rugged hill country genetics  
producing functional cattle".

**Forge a new path.**  
The all new 2014 Honda Rancher Range.

[ New Multi Function Dash ]

[ Aggressive New Styling ]

[ Powerful 420cc Engine ]

[ Enclosed Rear Axle Setup ]

[ Adjustable Suspension ]

[ Brighter Headlights ]

[ All New Stiffer Chassis ]

**HONDA**

**RANCHER**  
TRX420 RANGE

**FOREMAN**  
TRX500 RANGE

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Available while stocks last. At participating Honda dealers only. Specifications may not apply to all models. Contact your local Honda Dealer for more information.



# AgInnovation Hereford Grazing Unit 2015

With the successes of the Tru-Test Super Sires and Honda Motorcycles Impact Sires classes at AgInnovation this year, now is the time for breeders to be considering entering a bull in either of these classes for 2015.

NZ Hereford breeders have enjoyed an exceptionally strong sale season this year and have reclaimed some market share against other beef breeds, which makes it a good time for breeders to put bulls forward and support these classes to see that trend continue.

Please direct expressions of interest to:

## North Island

- » Kevin McDonald Ph: 07 333 8068
- » Rodney Jupp Ph: 06 754 6764
- » Mike and Lorraine Langtry Ph: 06 328 5990

## South Island

- » James Murray Ph: 03 319 4331
- » Anna Fisher Ph: 03 329 0994

## TRU-TEST SUPER SIRES 2015

To be eligible Super Sire bulls must:

- » Be mated to at least 15 females in the spring, with a minimum of 10 registered females
- » Be selected from a management group of 15 or more.
- » Achieve a conception rate of 75% or more after running with the females.
- » Have a full set of performance records including:
  - » Calving-ease score
  - » Birth weight
  - » 200-day weight
  - » 400-day weight
  - » EMA and fat scans
  - » Scrotal measurement

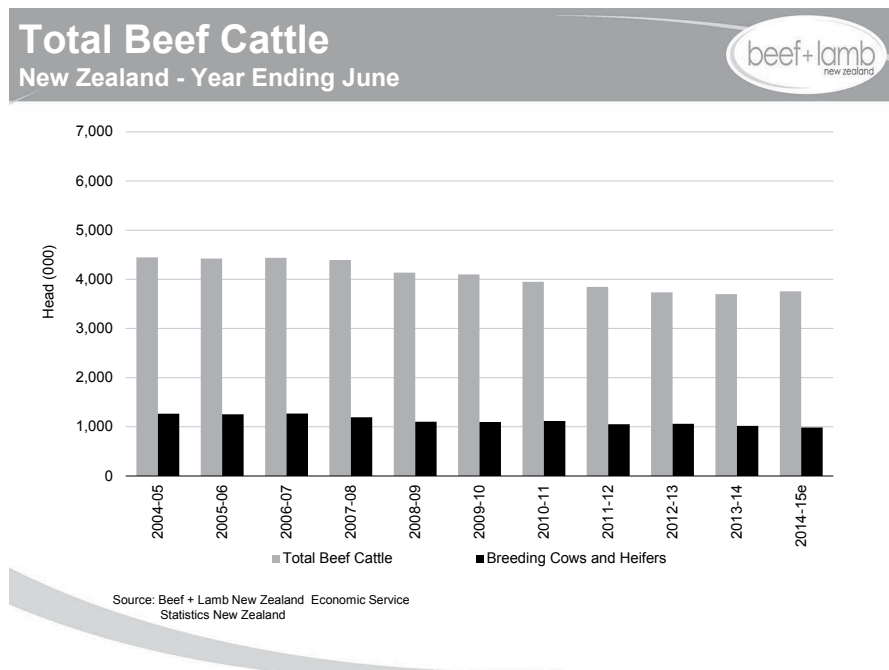
## HONDA MOTORCYCLES IMPACT SIRES 2015

To be eligible Impact Sire bulls must:

- » Have a full set of performance records including:
  - » Calving-ease score
  - » Birth weight
  - » 200-day weight
  - » 400-day weight
  - » EMA and fat scans
  - » Scrotal measurement

The exception being they do not have to be joined with females and do not have to come from a management mob greater than 15 bulls. Unled Impact sires will be grazed with the Super Sires.

**Please note: ALL Super Sires and Impact Sires must be BVD Vaccinated, TB Tested, tested and declared free of Hypotrichosis, Dilutor and Epilepsy and CORRECTLY Sire Verified. There may also be other animal health requirements as per the terms and conditions of AgInnovation.**



## Beef Cattle

Beef Cattle at 30 June 2013

Beef cattle number were provisionally 3.7 million at 30 June 2013 of which 1.0 million were beef breeding cow and heifers. 70% of total beef cattle were in the North Island.

Angus	30%	Friesian Hereford	3%
Angus Hereford	11%	Friesian	18%
Hereford	7%	Mixed	26%
Other	5%		

Few farmers devote themselves exclusively to beef production. In general, the raising and finishing of beef cattle is carried out in conjunction with sheep farming. In addition, beef is produced from cull dairy cows, bobby calves and raising young bulls to produce bull beef.

# Marketing your Hereford Stud Genetics

The NZHA Strategic Plan Marketing sub-committee have chosen to develop a section of the NZHA website to convey useful marketing information to interested breeders, to assist in the marketing and promotion of their studs.

This currently includes information on the various marketing and advertising opportunities available with NZ Hereford Association and Pivot Design (graphic design company within the Hereford office building). Pivot can assist breeders with designing and ordering personalised merchandise for their studs, at very competitive rates. NZHA branded promotional merchandise is also available for purchase.



Hereford Direct Dial  
06 323 0745



**MATATOKI  
HEREFORD**

Pivot Direct Dial  
06 323 0740  
Adele Gray  
06 323 0864

For more information about these opportunities visit the NZHA homepage [www.herefords.co.nz](http://www.herefords.co.nz) and click the 'Marketing your Stud' quick link.

If you would like a hard copy of the Pivot Portfolio please contact the Pivot team on 06 323 0740.

## 2014 Spring Bull Sale Results

### 5th Sep, 2014

**MAHUTA, JV & ME Allen** No. Avg Top  
Top price purchaser: 68 \$2,403 \$5,000  
Koanui Polled Herefords, Havelock North  
Comments: Our thanks to Koanui Polled Herefords for purchasing top priced bull Mahuta Justice 3013 & second top price Mahuta Jehosophat 3018 for \$4,500. Our thanks also to the Osborne family, Matamata for purchasing Mahuta Jackaroo 3111 for \$3,000

### 8th Sep, 2014

**CRAIGMORE, DB & SE Henderson** No. Avg Top  
Top price purchaser: 76 \$2,300 \$5,500  
DJ & LJ Swap, Matamata  
Comments: One buyer returned to purchase 26 bulls after a successful calving season. Also 8 stud bulls were sold. Thank you to all purchasers and under bidders for a successful sale.

### 10th Sep, 2014

**KOKONGA, B & M Robinson** No. Avg Top  
Top price purchaser: 32 \$2,057 \$2,900  
Peter Humphreys (Wilencote), Gisborne  
Comments: 32/32 sold. 2 stud bulls sold.

### 10th Sep, 2014

**NEWCASTLE, NMD & BA Smith** No. Avg Top  
Top price purchaser: 14 \$2,000 \$2,900  
Peter Humphreys (Wilencote), Gisborne  
Comments: Top price yearling Lot 7. Also to stud \$2,600 to B & J Wills (Kahu), Matamata - Lot 5

### 14th Sep, 2014

**HUKAROA, Hansens Farms Ltd** No. Avg Top  
Top price purchaser: 70 \$2,030 \$3,150

### 18th Sep, 2014

**RIVERTON, M & C Cranstone** No. Avg Top  
Top price purchaser: 105 \$2,510 \$7,000  
Hillcroft Stud, Ohinewai  
Comments: M Seiverts, Dairy Farmer with own finishing block purchased yearling for \$5,100. All bulls sold to solid demand from loyal and new clients. Hereford Prime scotch fillet enjoyed by everybody post sale.

### 24th Sep, 2014

**BUSHY DOWNS, RM & MP Port** No. Avg Top  
Top price purchaser: 16 \$1,880 \$2,300  
B & S Churstain, Cambridge  
Comments: Total clearance. Top price purchaser paid \$2,300 twice.

### 26th Sept, 2014

**BEXLEY STUD** No. Avg Top  
Registered Herefords sold 34 \$2,105 \$2,800  
17 unregistered Herefords sold for average \$1782; top price \$2200.

### 2014 NZHA Bull Sale Results

To view results submitted by breeders go to:  
[www.herefords.co.nz](http://www.herefords.co.nz)



# INSolutions Mobile App

INSolutions is a cross-platform mobile application for iOS and Android users and is an add-on and companion product to the successful Internet Solutions web service that has been developed in Australia by the Agricultural Business Research Institute (ABRI) for application within the livestock industry.

INSolutions allows individual users to instantly access detailed information about registered animals from a complete electronic herdbook for the registered breed organisation, ie Internet Solutions.

INSolutions enables users to access a number of different services, outlined below.

## » Sale Catalogues

Users can access online sale catalogues for single-vendor auction, multi-vendor auction & private treaty sales. In addition to the ability to access comprehensive information on each lot, a powerful search engine has also been incorporated that provides users with search and enquiry capabilities both within and across different catalogues.

## » Semen Catalogues

Online semen catalogues are made available providing a valuable service to users looking to source semen for use within their breeding program. Similar search functionality is available as to the sale catalogue facility.



## » Animal & Member Lookup

Users have access to a complete electronic herdbook of animal and member information as recorded with the registered breed organisation. Users can search the herdbook using a variety of criteria including animal tag, breeder, birth year, sex, EBVs and selection index values

Internet Solutions services are now offered by over 80 registered breed organisations across various livestock species in Australia, New Zealand, North America, South Africa, Namibia, Argentina and the United Kingdom; with more than 3 million transactions being conducted every month.

Visit [www.youtube.com](http://www.youtube.com) and search 'INSolutions App' for a practical look at how the application works.



## "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\*



For more information contact NZHA or your local Goldpine representative.

\*subject to meeting normal credit criteria



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

## HaHa . . . Mating Time!

A farmer drove to a neighbour's farmhouse in his ute and knocked on the door. Little Johnny, a boy of about 9, opened the door.

"Is your Dad or your Mum home?" asked the farmer. "No, they went to town", said little Johnny.

"How about your brother, Howard, is he here?" asked the farmer. "No, he went with Mum and Dad", said little Johnny.

The farmer stood there for a few minutes, shifting from one foot to the other, and mumbling to himself.

"I know where all the tools are, if you want to borrow one, or I can give Dad a message", said little Johnny.

"Well", said the farmer uncomfortably, "I really wanted to talk to your Dad. It's about your brother Howard getting my daughter Susie pregnant".

The boy thought for a moment... "You would have to talk to Dad about that. I know he charges \$500 for the bull and \$50 for the pig, but I don't know how much he charges for Howard".

*Editor's note – Apologies for any offence taken. Intended as light humour prior to the Hereford mating season.*



# PBBnz Phone & Contact Directory 2014



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General Manager		DDI	Email
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Accounts		DDI	Email
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<b>Kaylene Bradley</b>	Accounts Administrator	06 323 0748	kaylene@pbbnz.com
Registry		DDI	Email
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Hereford Prime		DDI	Email
<b>Natalie Campbell</b>	Brand Manager & NZHA Project Manager	06 323 0867	herefordprojects@pbbnz.com

## COMPANY CONTACTS

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 F: 06 323 3878  
 E: pbb@pbbnz.com



## 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, 9.00am - 4.30pm, Monday to Friday. adele@pivotdesign.co.nz