

# hooked on HEREFORDS

THE BI-MONTHLY NEWSLETTER OF THE NEW ZEALAND HEREFORD ASSOCIATION FEBRUARY 2015

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## Diary Dates

- 20TH FEBRUARY 2015**  
STEAK OF ORIGIN ENTRIES CLOSE (5PM)  
TRANS-TASMAN HEREFORD EXCHANGE APPLICATIONS CLOSE
- 2ND MARCH**  
BEEF EXPO ENTRIES CLOSE
- 22ND MARCH**  
NZHA AGM, GISBORNE
- 22ND-25TH MARCH**  
2015 EASTLAND HEREFORD HERD TOUR INCL HEREFORD AMBASSADORS
- 6TH MAY**  
POWER OF THE BEEF COW FIELD DAY – KURATAU
- 8 -12 MAY**  
BEEF EXPO



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## Wednesday 6 May, 2015

5788 Western Bay Road, Waihaha, Kuratau  
(See their story in the 2009 edition of the NZ Herefords Magazine)



To be held in conjunction with the  
**Beef + Lamb NZ Mid-Northern North Island region.**

Complimentary bus service provided for attendees from South Auckland region.

## Speakers:

- Lance Aldridge,**  
Manager Hauhungaroa Station
- Steve Morris, (TBC)**  
Value of the Beef Cow + Beef Cattle Genetics
- Rick Burke, (TBC)**  
Beef + Lamb Farmer Council Chairman  
(Mid-Northern region)



Sponsored Hereford Prime lunch provided for attendees

Field Day kindly sponsored by:



**Don't miss out on the opportunity to visit this notable Central North Island property including on-farm tour**

**Mark May 6th in your diary today!**

To find out more phone NZ Hereford Association: 06 323 0745

# President's Note

Dear Members,

The year has got off to a busy start and it's hard to work out where the first month has disappeared to, not much fishing to show for it either! With fantastic summer holiday weather for some, the country has dried out more and we all look forward to some much needed rain across New Zealand. Very recently I have travelled to Tekapo and back for the South Island Breeder Think Tank and everywhere except the areas under irrigation were noticeably brown.

There was a good turnout at the South Island Think Tank with some worthwhile discussion, as was the case at the previous two Think Tanks in the North Island. It was pleasing that generally speaking we are all on the same page, wanting to drive NZ Herefords to be as cost efficient as possible while returning the best return for members fees. The referendum which outlines the alternatives for the planned NZHA constitution amendments will be posted out in the next week or so, and I encourage you all to take this opportunity to indicate your preferences on what you believe is the right way forward for NZHA.

As far as I am aware this is the first time that ALL members have been given the opportunity to indicate a preference pertaining to several NZHA constitutional matters. And as the NZHA constitution does not currently allow for a postal vote it has been decided to hold a non-binding referendum. The results of which will then be announced at the AGM in Gisborne on the 22nd March, where those members attending will be asked to firstly, consider the referendum results, secondly, vote on the constitutional changes and thirdly, adopt the voting results. One of the proposed amendments is to

allow for postal/online voting. If this is approved then in the future, the entire membership will have the opportunity to be involved in updating the NZHA constitution, rather than only those studs present at the AGM.

The National Bull Sale event in May is undertaking a few modifications and is again to be called Beef Expo-planned to be held at Manfeild Park along with Future Beef, but without the Beef + Lamb NZ AgInnovation conference section, which with the Steak of Origin has now moved to Awapuni racecourse in Palmerston North. Hereford Entry fees and Conditions of Entry will remain the same as last year.

It is also proposed that all entries will be videoed and offered online as well as walking through the ring on the day, where the final price will be determined. This extends the prospective market for the Expo entries' and provides a template for holding future National Sales with tighter Work Safe regulations, set to become mandatory during the course of 2015/2016.

We thank Co-Chairman of Beef Expo, Phil Barnett for his tireless efforts in working through the problems that have been sent to try the seed stock industry. He has done his very best to resolve the issues and to provide a platform for the continuation of the National Genetic Sales event. We are certainly fortunate that we have people like Phil in our organisation.

I look forward to seeing many of you in Gisborne at the 2015 National Hereford Herd Tour.

*Kind regards,*

Philip Shephard.  
President, NZHA



## Registry Report

### CALF ENTRIES ARE DUE IN BY 30 APRIL 2015

Late Calf registration fees will apply from 1 May.

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

### HYPOTRICHOSIS RULING

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

### ONLINE REGISTRATIONS & PERFORMANCE RECORDING

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

### NAMING ANIMALS

Can I remind breeders they cannot name their animals using another stud's prefix. This ruling can be found in the Conditions of Entry, Regulations and By-laws of NZ Herefords.

### OUTLIERS

You may have received outlier reports from your latest group run. It is IMPORTANT that these outliers are verified with Hereford registry, to ensure the animal in question and its progeny are reinstated into the Group run analysis.

### IMPORTED SIRES AND DAMS

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

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

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

Linda Shailer, Registry



## Hereford Prime and Anzco Foods Launch Export Market

Hereford Prime is delighted to be able to confirm the establishment of an export market in partnership with new processing partner, Anzco Foods Ltd.

The opportunity has arisen via Waitrose UK who will be offering Hereford Prime to the Spinneys Supermarket chain in the United Arab Emirates (UAE).

The UAE market will run in conjunction with the local trade programme Anzco are also running for Hereford Prime (announced earlier this month).

The criteria to both programmes is the same with the exception being, cattle submitted for the export market must be sired by a registered Hereford bull. At this point, cattle are being sourced and slaughtered in the South Island only.

The criteria for both the domestic and export programmes comprises:-

- » Grass fed, hormone free cattle.
- » Steers and heifers.
- » 240-380kgCW.
- » Live weights approximately 460kgs to 720kgs
- » P or T grade (fat coverage 3mm – 16mm)
- » Pure bred Hereford or Hereford first cross cattle are eligible (Hereford Friesian first cross cattle are acceptable).
- » **\*Note: A registered Hereford sire must be used for progeny to be eligible for the export market and those cattle sent for slaughter must be tagged with a HPid tag.**

Hereford Prime and Anzco Foods are working together to establish a producer group for these programmes, if you are interested in finding out more, please let Hereford Prime Brand Manager Natalie Campbell or your nearest Hereford Prime director know so we can keep you up to date with details.

### To supply the Hereford Prime programme

Contact Brand Manager, Natalie Campbell. P 0277 323 448  
E [herefordprojects@pbbnz.com](mailto:herefordprojects@pbbnz.com) or [herefordprime@pbbnz.com](mailto:herefordprime@pbbnz.com)

### Award Winning Hereford Prime

Available at:

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

GREYTOWN BUTCHERY,  
Main Street, Greytown — Ph (06) 309 9550

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

NEW WORLD WELLINGTON CITY  
279 Wakefield St, Wellington – Ph (04) 384 8054

NEW WORLD KAPITI  
159 Kapiti Road, Paraparaumu – Ph (04) 298 0011

THE VILLAGE BUTCHERY & DELI,  
126 Ormond Road, Gisborne — Ph (06) 867 7689

THE VILLAGE MEATS  
8 Margaret Road, Raumati Beach – Ph (04) 974 0556

THE VILLAGE BUTCHER,  
4 Joll Road, Havelock North – Ph (06) 877 8218

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

WESTMEAT BLENHEIM,  
Cnr Alabama Rd & Main South Rd, Blenheim – Ph (03) 578 4554

WESTMEAT CHRISTCHURCH,  
394 Blenheim Rd, Sockburn, Christchurch – Ph (03) 348 7168

WESTMEAT ONLINE  
[www.westmeatonline.co.nz](http://www.westmeatonline.co.nz) – Ph 0800 692 882

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



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



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# PGG Wrightson Eastland National Hereford Tour

**22 - 25 March 2015**

Based at Quality Hotel Emerald, Reads Quay, Gisborne Phone: 06 868 8055

**Proud to host NZ Hereford Ambassadors**

## Sunday 22nd March

6.00pm Welcome and Kapa Haka  
6.30pm **Dinner**  
8.00pm AGM

## Monday 23rd March

7.30am Depart for Wairoa via Tiniroto  
9.30-10.30am Visiting Na Puteputi- Smyth family  
10.50-12.3pm **Lunch**  
Alton Vale- Brownlie family  
1.00-1.45pm Visit John Baylys Museum  
2.45-4.15pm Young Nicks Head Station and Reserve  
4.30-5.15pm Sid and Merran Hains - Happy hour  
5.45pm Return to Quality Hotel Emerald  
6.45pm Bus to Bushmere Arms for **Dinner**

## Tuesday 24th March

7.14am March Equinox, Kaiti Hill (optional)  
8.00am Log Marshalling / Port Eastland visit  
10.00am Tolaga Bay Historic Wharf  
11.30-1.30pm **Lunch** at Mokairau – Reeves family  
Return inland via Whangara Lane Bros

## Tuesday 24th March (cont.)

2.30pm Visit Prof Jack Richards Garden visit  
Wainui or wild stingray feeding at  
Tatpouri  
5.30pm Happy Hour Penthouse River view  
apartment  
7.00pm **Dinner** Marina Restaurant and  
Ambassador Auction

## Wednesday 25th March

8.00am Leaderbrand visit  
9.45-11.15am Woodlyn – Wanklyn family  
11.30-1.30pm **Lunch** Wilencote – Humphreys family  
3.00-4.30pm Via Tangihau to Beanbah/Hain Hereford  
Stud – Hain family  
7.00pm Hoedown with band at Emerald  
*bring your cowboy/belle gear*

Chairman: **Sid Hain** Secretary: **Christine Reeves**  
Email: [s\\_hain@extra.co.nz](mailto:s_hain@extra.co.nz) Email: [reeves@gisborne.net.nz](mailto:reeves@gisborne.net.nz)  
Phone: **06 862 8096** Phone: **06 862 2701**

**Cost:** per person \$430.00 exc GST  
/ \$494.50 inc GST

## NZHA Council Nominations 2015

The following sitting NZHA Councillors retiring their positions by way of rotation in 2015, were renominated (unopposed).

**P Shepherd, G Pannett, J Graham, A Russo, J Murray.**  
One further nomination was received – R Kane (South Island).

Under the current NZHA constitution, R Kane fills the current South Island Councillor vacancy.

One North Island Councillor vacancy still exists.

There is no requirement for a 2015 NZHA Council Election.

## New Zealand Hereford Association 2015 Annual General Meeting

ALL MEMBERS INVITED

**Sunday 22nd March 2015  
at 8.00pm**

**Venue: Quality Hotel Emerald, Reads Quay,  
Gisborne.**

**6.00pm** Tour Welcome and Kapa Haka

**6.30pm** Dinner

**8.00pm** NZHA – AGM



# Successful Marketing of Stud Genetics

Through the eyes of ...BRUCE ORR, PGG WRIGHTSON'S LIVESTOCK GENETICS MANAGER

With his vast experience in the NZ seed stock industry, Bruce Orr was interviewed in a Q and A session, to gain his thoughts as to what constitutes a successful marketer of stud genetics.

**Q. In comparison to others in the NZ Hereford seed stock industry, how does a smart breeder operate?**

- A.** » In terms of own stud management, a smart breeder will have -
1. Extensive Hereford performance records.
  2. A 15mth heifer mating/ two year old calving policy.
  3. An AI programme which includes Australian sires/ genetic linkage, with inclusion in the Trans-Tasman Genetic Evaluation.
- » In terms of attitude, a smart breeder will -
1. Have the foresight to look ahead, does not possess 'a rear view vision' attitude.
  2. Not rest on reputation alone with respect to 'stud brand' perception within the industry.
  3. Have a reciprocal purchasing attitude i.e. breeds but also purchases stud bulls from the NZ Hereford industry. The inclusion of outside genetics enables a breeder to benchmark his cattle.
- » Purchases the very best females for foundation of herd. This creates a base for very good bull progeny to be produced.

**Q. What does a smart bull breeder do during the 'off season' to market their stud genetics?**

**A.** Takes the opportunity to visit bull clients prior to the next bull sale season and post cow mating, to observe condition of bulls and discuss the client's cattle operation/ genetics used.

**"For a successful bull sale, three words come to mind – planning, preparation and presentation".**

**Q. What does a smart bull breeder do during the 'lead up to sale day period' to market their stud genetics?**

**A.** Six to eight weeks out from sale, sends out a generic newsletter to all prospective and current clients.

A timely telephone conversation in the four week period leading up to the sale, enquiring as to whether they have received their newsletter, sale catalogue and if they have any questions regarding bulls of interest.

**Q. What does a smart bull breeder do 'on sale day' to market their stud genetics?**

**A.** Sale day is a tremendously busy day for the bull breeder and there is not often time to have in-depth conversations with prospective purchasers. Marketing of the stud genetics on offer should have been completed in the six weeks leading up to the sale.

Foremost, present cattle in best possible order. Be polite to all prospective purchasers.

**Q. What does a smart bull breeder do during the 'post sale period' to market their stud genetics?**

**A.** Given the geographical opportunity, smart breeders will personally deliver their bulls to the purchaser's property. This gives them a further 'PR' opportunity to develop a rapport with their clients, discuss the clients farming operation, breeding objectives, look at last year's progeny.

**Q. What promotional material does a smart bull breeder prepare to maximise the promotion of their stud?**

**A.** Seasonal correspondence/ quarterly newsletter promoting stud and current genetics. Newsletter may contain other interesting reading material, not necessarily relating to the cattle industry.

When timely, advertise in nationwide newspapers to maximise stud recognition.

**In terms of catalogue production**

- extensive genetic and pedigree information
- contains all relevant sale day and purchasing information
- user friendly format, attractive appearance hence inviting to read.

**General Points to Consider**

- » Geographic location – affects ease of sale and ability to reach target market.
- » Those who breed good cattle and have pleasant personalities themselves, have a natural advantage in the industry. Business/ cattle breeding and personal integrity are valuable assets in gaining the respect of others in the industry.
- » A smart breeder will be loyal to a selling company, fostering a reciprocal loyalty relationship.



Entries are now open for the  
**2015 Beef + Lamb NZ Steak of Origin Competition.**

Be sure to support this year's competition and promote the Hereford breed.

#### TIMELINE

**December 2014** - Call for entries

**Friday 20th February 2015** - Entries close

**Monday 23rd February-Friday 20th March** (4 weeks) - Processing

**As entries arrive-Friday 24th April** - Carne testing

**Monday 27th April** - Semi-finalists announced

**Friday 1st April** (TBC) - Semi-final

**Monday 11th May** - **Final** Awapuni Racecourse, Palmerston North

This information is also available on the NZHA homepage.

For a 2015 entry form,  
visit [beeflambnz.co.nz](http://beeflambnz.co.nz) or call **0800 733 466**.

**For more information please contact:**

Ashley Gray, Marketing Manager Beef + Lamb New Zealand Inc  
09 489 0875 / 021 157 8489 . [ashley@beeflambnz.co.nz](mailto:ashley@beeflambnz.co.nz)

## Beef Expo 2015 Hereford Conditions of Entry

**Entries close – March 2, 2015**

**Genetic Defect Testing** – including Hypotrichosis, Diluter and Idiopathic Epilepsy. **In 2015 it is compulsory for all Hereford Beef Expo entries (male and female)** – to be tested for **all three** defects and be declared **free**. Declaration to be placed in the catalogue comments section of the entry form. (Note: Diluter and Idiopathic Epilepsy testing comes at no additional cost when testing for Hypotrichosis – tests taken at the same time).

**BVD** – compulsory Beef Expo regulations apply to all entries. All animals must have been tested BVD antigen negative and have been vaccinated twice prior to the Beef Expo genetic sale. The BVD vaccination declaration must be signed by the vendor (not necessarily a veterinarian) and the batch number of the vaccine batch administered supplied.

**Correct Sire Verification** – sires of all Beef Expo entered animals (male and female) must have been DNA profiled. Please check that a correct sire DNA profile is on file.

**DNA** – all entries both male and female must have a DNA profile on file.

**TB** – all entries must have been tested within the 12 months prior to the National Hereford sale, regardless of the herds testing cycle. If coming from a movement control area the animal must have been tested and cleared within 60 days of the sale.

**TB and BVD and Theileria declarations/information must be lodged with the Hereford office no later than 48 hours prior to the sale.**

#### **NZHA Selection/Inspection process**

##### **Unled Super Sires/ Impact Sires**

- » Bulls that are on their respective NZHA grazing unit properties will be selected on a given day by the owners of these animals. All owners are expected to attend the 'Selection' Day.
- » The vendors will be given a card with all the bull numbers on it. The bulls are paraded across concrete and then into a paddock. No one will have the opportunity to speak about their bull/s – they will be silently and anonymously judged by vendors present on soundness and phenotype.
- » Bulls deemed good enough are given a tick and those that are not are given a cross.
- » Judging results - if a bull receives crosses from more than 25% of the vendors present then the animal will be sent home.
- » **a 75% pass rate by vendors present is required for a bull to pass the inspection process.**

##### **Led Bulls/ Heifers**

- » Two vendors that are at the 'Selection' Day along with a stud stock agent will be asked to travel the North Island and select the led bulls and heifers.

## Beef Expo

#### TIMELINE

##### **Monday 2 March**

Final Date for all NZHA Expo Entries.

**NZHA Expo Entry Forms & Conditions of Entry available on NZHA website [www.herefords.co.nz](http://www.herefords.co.nz) or [www.beefexpo.co.nz](http://www.beefexpo.co.nz)**

##### **Friday 8 - Sunday 10 May**

Future Beef Event

##### **Monday 11 May**

NZ Herefords paddock walk - *timing to be confirmed*

NZ Herefords Breed Luncheon

Queen of Hearts Heifer Show and Sale

Individual Breed Judging

Beef + Lamb NZ conference sessions -

*Awapuni Racecourse, Palmerston North*

Steak of Origin Dinner

*Awapuni Racecourse, Palmerston North*

##### **Tuesday 12 May**

B + L Genetics Breakfast Forum (*Genetics Session*)

Champion of Champions Event

Breed sales including NZ Herefords National Sale



The same process will be followed for the South Island entries.

- » The two vendors will be appointed by the NZHA Show and Sales Committee.

**Starter Pack In Calf Heifers** - entries will be limited to two pairs per vendor and the Hereford Beef Expo committee reserve the right to limit entries in this class. They are also subject to the selection process.

**Single Entry" Heifer class** - There is to be a new heifer class. In addition to the Heifer Starter Pack class, there will be a "Single Entry" Heifer class. This allows breeders to enter an individual heifer in the Beef Expo event. They are also subject to the selection process.

**Impact Sires (unled two-year-old bulls)** – entries are subject to the same conditions as Super Sires with 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. Unled Impact sires are to be grazed with the Super Sires. Any bull entered in the unled class cannot be displayed on a halter.

**NOTE:** The Langtry (North Island) and Fisher (South Island) families are grazing the Super and Impact sires for Beef Expo 2015.

**A Duplicate set of tags must be sent with animals going to grazing units (in the case of tags being lost).**

#### **Performance Data**

**Performance Data must enter the March 2015 group run analysis and be submitted by March 3, 2015. NO EXEMPTIONS permitted.**

**Expo entry will be declined, where performance data on the traits outlined below has not undergone group run analysis.**

Performance Data required:

- Vendors must submit the following performance data for Grouprun analysis and EBV generation in the March group run.
  - » Weights - a minimum of 400day and/or 600day weights
  - » Rib, Rump and EMA scanning information (except yearlings).
  - » Scrotal measurement for all two-year-old bulls.
- H, J, S, P codes must be recorded on the expo entry form.

**2015 Yearling Entries** – date of birth must be after 01/06/2014.

#### **NZHA Sale Order**

Super Sires – are to lead the sale order and the 50% entry fee rebate upon sale of Super Sires at the National Hereford sale will remain in place.

2015 SALE ORDER:

- » Supreme Champion Hereford
- » Reserve Champion
- » Super Sires (in catalogue order)
- » Impact Sires (in catalogue order)
- » Led Sires
- » Yearlings
- » Females

#### **NZHA Sale Catalogue Draw**

The draw for each division is to be done by 'a draw out of a hat'.

NZHA Council sees this as encouraging new breeders and further participation in the Hereford National Show & Sale.

#### **Fertility Testing/ Semen testing**

To remain as individual breeder responsibility.

The NZHA Council encourages breeders who enter bulls that are not proven sires, to have the bull semen tested. (However this is not a mandatory ruling as semen testing prior to entering a bull in the sale does not 100% guarantee fertility at time of sale or at mating time).

**Raw Data** - there will be no collection of Hereford Raw Data at Beef Expo 2015. Breeders can however display data in stalls if desired and include it in the comments section of the entry form.

**NAIT tags** - all Hereford animals must display an official NAIT ear tag.

#### **Theileria Tick Management - Explanation**

Theileria Ikeda is a parasite that is transmitted by ticks on cattle that can cause anaemia and production losses – sometimes death. Cattle are at risk when they are moved to areas where infected ticks are present. Likewise if an infected animal is transported it can spread infected ticks to a new area. The disease is not spread by direct animal to animal contact in the absence of ticks, and there are no known human health or food safety risks associated with Theileria.

**Hereford Theileria management is as per Beef Expo Theileria management.**

**Beef Expo has chosen to implement a tick management regime to prevent the movement of infected ticks for animals involved with Beef Expo.**

All animals entering Beef Expo are to be treated within 2-7 days of leaving their property of origin, either going to a Grazing Unit or Beef Expo directly (breeder responsibility). Grazing Unit animals will receive a repeat treatment before being transported to Beef Expo. (Breed society responsibility) Batch number(s) must be lodged with the relevant breed office no later than 48 hours prior to the sale.

After Beef Expo sales, all animals will be treated again as they are trucked from Beef Expo.

(This will be the responsibility of Beef Expo). The exception being FBNZ steers going to slaughter.

There are two pour-on products readily available to treat ticks:- Bayticol from Bayer Animal Health and Vetmed Flumethrin Pour-On from Ravensdown Animal Health. Flumethrin is the active ingredient. Neither advise of a meat or milk withholding period.

Always seek veterinary guidance if concerned.

# NZ Herefords Ambassador - Australian Exchange 2015

NZ Herefords along with the Australian Hereford Society (AUS) are pleased to call for interested NZ Hereford breeders to apply for a sponsored exchange experience to Australia in late April - early May 2015. Candidates would need to offer the following personal qualities and attributes to be in contention for this experience.

- » Ideally 25-35 years old
- » Proven commitment to stud Hereford breeding
- » Recognised as a contributor to NZHA and/ or beef industry initiatives
- » Demonstrate knowledge of industry issues, animal husbandry and genetics, and NZHA policies
- » Demonstrate ability to add value to future NZHA initiatives
- » Of high personal calibre and character, showing NZHA in a positive light in all dealings with exchange contacts
- » Prepared to table a report to NZHA and Herefords Australia on the experience and learning's from the trip

The visit, as per Australian Herefords Society (AHS) proposed itinerary would encompass an inspiring two week Australian Hereford experience, including -  
**Australia's National Beef Exposition 'Beef Australia' in Rockhampton 4th-9th May and concluding with the Herefords Australia, National Show & Sale (Wodonga) held on 13th-14th May, 2015.**

**Note** - The Herefords Australia National Show & Sale event clashes with the NZ Beef Expo event. Interested persons applying for the exchange knowingly understand it precludes them from attending Beef Expo, NZ - out of respect for the Australian hosting efforts made.

This Ambassador opportunity is certain to enhance your understanding of Australasian Hereford industry issues, provide invaluable contacts and increase your appreciation of Hereford cattle in diverse environments.

If you are interested, please send an application and short resume to the NZHA office, preferably by email to [hereford@pbbnz.com](mailto:hereford@pbbnz.com)

**Applications close – February 20, 2014**

18 - 24 April 2016  
[hereforduruguay2016.org](http://hereforduruguay2016.org)

Organized by:



17<sup>TH</sup> WORLD HEREFORD CONFERENCE  
17<sup>ª</sup> CONFERENCIA MUNDIAL HEREFORD

Uruguay 2016

*It takes a little longer to raise cattle naturally, on nothing but fresh green grass, pristine water, red sunsets, pure air and clean blue skies. But then you can take the pleasure in tasting the quality of time.*

**We invite you to enjoy the Uruguayan Hereford Beef at the 17th WORLD HEREFORD CONFERENCE to be held from 18th to 24th April 2016 - GO AHEAD, FEEL AT HOME!**

**For more information - [www.hereforduruguay2016.org](http://www.hereforduruguay2016.org) or the link on [www.herefords.co.nz](http://www.herefords.co.nz)**



# Changing from microsatellites to SNPs for parentage purposes.

*Dr Jenny Cahill, Equine Parentage and Animal Genetic Services Centre, Massey University*

Over the last few years there has been an international trend towards SNP marker testing in cattle. This has been driven by the potential for genomic tools to be developed for the purposes of selection for desirable production traits. Technology has now advanced to the stage that there are a number of commercially available SNP marker tests or SNP chips, being used for genomic selection and the production of genomic EBVs.

In conjunction with these advances in technology there has been a move to use SNP markers for parentage purposes, instead of the traditionally used microsatellite markers. Often the set of parentage markers are included on the SNP chips designed for the selection of production traits.

Such a change is not without its challenges. At present there is a period of crossover between microsatellite and SNP markers for parent verification. Offspring will have SNP profiles produced, yet in most cases their parents will only have microsatellite profiles. As the two types of markers are not compatible for parentage purposes, the offspring need to have a microsatellite profile in addition to a SNP profile. This will be the case until the next generation of parents, which will have existing SNP profiles.

There are two ways microsatellite profiles can be generated for these offspring.

1. A traditional microsatellite profile is produced in addition to the SNP profile.

2. If the SNP profile has been produced from a SNP chip with a large SNP set that contains a specific set of 300-400 imputation SNPs, the microsatellite profile can be deduced from the SNP chip results.

It is important to note that this imputation of the microsatellite profile can only be done if a large SNP set is tested. It cannot be done using the SNP parentage panel only.

An alternative to provide parentage verification for this crossover generation is to produce SNP parentage profiles for the parents, from new or stored samples.

## **Options for breeders**

- » PBBNZ has a stored repository of hair samples dating back to 2009
- » SNP profiles could be produced from these for parents of new offspring
- » SNP parentage profiles have been successfully produced from these stored samples
- » microsatellite profiles can be produced for offspring to allow parentage to be done in this crossover period.

It is important that parent verification capabilities are not lost or ignored during this generation of change, as the implications of incorrect pedigrees are vast both in terms of the impact on selection gains and the management of genetic defects.

# SUBMITTING DAYS to CALVING information

*Submitted by Steve Skinner, ABRI.*

Broadly speaking, the information to be collected for Days to Calving EBVs should include:

- a. Joining details of all females mated within the herd for a particular joining period. This includes details of the bull(s) the female was joined to and bull in and out date/s or AI dates (and subsequent follow up natural joinings).
- b. Details of all calves (dead or alive) that are born as a result of these joinings.
- c. Details of all females disposed of from the herd, particularly those present at joining that were no longer within the herd by the time of the subsequent calving. A set of approximately 20 disposal codes are available from BREEDPLAN.

Importantly, while the details of all calves born should be recorded with your Breed Society, the joining and female disposal information needs to be submitted using the BREEDPLAN office format. Any joining and female disposal information submitted to your Breed Society as part of registration/transfer processes will not be included into the calculation of Days to Calving EBVs.

There are two different methods available to submit the joining details and fate/disposal information direct to BREEDPLAN:

- » Herds that use BREEDPLAN compatible herd recording software packages (eg. HerdMASTER, Stockbook) should be able to extract the joining details from their computer program and submit the details to BREEDPLAN electronically.
- » A Microsoft Excel template is available for herds not using a BREEDPLAN compatible herd recording software package. The template can be accessed from the Technical area on the BREEDPLAN website or by contacting staff at BREEDPLAN.

Herds should start with the information that they can easily provide and for which they are confident about the quality. It is useful to start with the most recent joining records as these are usually readily at hand. In this case, all joining records from the most recent joining should be submitted - ie heifer and older cow joinings. Do not submit only part of the female herd eg only the heifer joinings or only the older cow joinings.

# Early Weaning of Beef Calves

by Mark Everest, courtesy of Country-Wide.

There is a theory that in a year of low pasture growth we should be weaning calves earlier so that more high quality feed can be apportioned to the calf to optimise its growth rate.

Low pasture growth will typically mean cows will not reach peak milk as intended and will definitely not be able to maintain a high level of milk production for an extended period of time, unless cows are prioritised over ewes.

Another theory is in a high pasture growth year, we typically find a lot of seed head and poorer quality feed – the cow, including calf, is used as a tool to control this so that there is quality feed for ewes and lambs.

By pushing the cow to act as a hay baler she tidies up the feed, but milk production is typically compromised.

If calves are not weaned before Daisy is asked to do a job, the calf is also offered the sub-optimal quality feed, and the compromise of milk production through suboptimal feeding of Daisy induces reduced liveweight gain of the calves.

## Questions we therefore need to ask are:

- » Do we wean at 200 days because the beef operation is typically less profitable than sheep?
- » Do the cattle not perform because they have been dedicated to the job of grooming the pasture for the more profitable enterprise?
- » Is the reason the cattle are less profitable because of the way we manage the progeny?
- » Once calf-weaning to cows-mated exceeds 92% the cow itself could be considered performing well reproductively, but can we improve the profitability of the calf?

As part of the final year of the Beef+Lamb New Zealand red meat profit partnership, at Redcliffs Station we considered a plan of how we could generate a greater revenue from the beef operation, targeting the growth rates of the calves but with no other changes to the system.

Traditionally Redcliffs has weaned at about 200 days of age. The scenario considered looked at weaning at 127 days of age (February 20).

Weighing at marking in February 2013 indicated the growth rate of the calves over the 70 days prior to weaning was a little under 0.215kg/day and cows lost condition.

The average pre wean growth rate was 0.8kg/day, meaning the pre-marking growth rate was 1.15kg/day if the post wean growth rate was 0.215kg/day.

Instead of 210kg on June 1, the target is 260kg, or 50kg heavier – this gain must be achieved through an increase in the post marking growth rate increase.

Feed at Redcliffs, as for many farms during February to April, is tight with the last lambs and flushing of ewes getting the priority of quality pasture.

To balance out the feed deficit for the cattle at Redcliffs, summer

rape and fodder beet with straw and silage are the feeds considered to buffer through to the winter period.

Farmax modelling indicates growth rates averaging 0.8kg/day post marking are achievable, which is supported by the preliminary findings of Jim Gibbs, of Lincoln University, in fodder beet trials with dairy and beef cattle.

Assuming: balage costs of 40c/kg DM fed; silage costs 32c/kg DM fed; hay costs 24c/kg DM fed, rape costs \$650/ha to establish and yields 5 tonnes DM/ha dryland; fodder beet costs \$2000/ha to establish and yields 22t DM/ha dryland; regressing costs of \$600/ha.

The program proposed to continue to sell heifers and steers as store (Five Star Beef) on a season average prime beef schedule of \$4.10 equivalent.

Through a higher level of nutrition for the calves, the sale weight is forecast to increase by 25kg LW for the heifers and 47kg LW for the steers.

As well as an increased sale weight, the average date is forecast to come forward from late March-April to mid or late December (110 days earlier).

## Benefits:

- » Direct financial – of an earlier weaning, after considering additional costs of production, is the equivalent of \$80 per animal mated (\$9.20/cattle su wintered)?
- » Indirect non-financial – increase in average cover for the season of 200kg DM/ha?
- » Indirect financial – we could feed the 200kg DM/ha of additional cover to existing ewes to improve performance of lambing, assuming 15kg DM to increase 1kg LW on ewes, where 1kg LW = 3% survival in lambing – this could generate an additional 42.90/ha (8.18/su)?
- » Indirect financial – we could feed the 200kg DM/ha of additional cover to existing cows to improve performance of calving, assuming 15kg DM to increase 1kg LW on cattle, where 5kg LW = 1% calf survival, this could generate an additional 29.80/ha (5.68/su)?
- » Indirect financial – we could bring lambing or calving earlier to target earlier, higher schedules?
- » Indirect financial – we could hold lambs longer and grow them heavier using the 200kg DM/ha additional cover which could generate an additional \$32/ha (\$6.12/su)?
- » Preserved cow condition rather than deterioration in condition post marking – less pressure to regain condition after weaning?
- » Greater wool weights?

## Risks/Disadvantages:

- » Increased labour and fuel due to more summer break feeding and feeding of supplements.
- » Dryland crop yield risk.
- » Increased cropping costs.

## Summary:

Early weaning of beef calves may potentially generate between \$3.02/su and \$11.20/su of additional earnings before interest and tax – on Redcliffs at least.

In order to guarantee better growth rates in finishing cattle, summer, autumn and early winter feed is required which comes at a financial and pasture area cost. A high yielding crop like fodder beet can preserve the pasture area by growing a greater bulk on a smaller area – quality feed will give quality results.

To make this programme successful the key is maintaining post marking growth rates at 0.8kg/day or more up until winter and then growing fast in the spring to get the stock off-farm by end of December before the next crop of calves start demanding more feed.

Only through weighing and monitoring of the cattle can sub-optimal performance be identified.

Without robust information you cannot make robust decisions. The maxim is – measure, plan, act, monitor.

**Mark Everest is a consultant with  
Macfarlane Rural Business in Ashburton.**

## This Guy Just Explained Capitalism Absolutely Perfectly.

### TRADITIONAL CAPITALISM:

You have two cows. You sell one and buy a bull. Your herd multiplies, and the economy grows. You sell them and retire on the income.

### AMERICAN CAPITALISM:

You have two cows. You sell three of them to your publicly listed company, using letters of credit opened by your brother-in-law at the bank, then execute a debt/equity swap with an associated general offer so that you get all four cows back, with a tax exemption for five cows. The milk rights of the six cows are transferred via an intermediary to a Cayman Island company secretly owned by the majority shareholder who sells the rights to all seven cows back to your listed company. The annual report says the company owns eight cows, with an option on one more. You sell one cow to buy a new president of the United States, leaving you with nine cows. No balance sheet provided with the release. The public buys your bull.

### AUSTRALIAN CAPITALISM:

You have two cows. You sell one, and force the other to produce the milk of four cows. You are surprised when the cow drops dead.

### FRENCH CAPITALISM:

You have two cows. You go on strike because you want three cows.

### JAPANESE CAPITALISM:

You have two cows. You redesign them so they are one-tenth the size of an ordinary cow and produce twenty times the milk. You then create clever cow cartoon images called Cowkimon and market them worldwide.

### GERMAN CAPITALISM:

You have two cows. You re-engineer them so they live for 100 years, eat only once a month, and milk themselves.

### BRITISH CAPITALISM:

You have two cows. Both are mad.

### CANADIAN CAPITALISM:

You have two cows. Come to think of it, they look more like a pair of moose - in fact, yes they are. One speaks French, one speaks English. One fights to create a new country, the other won't let it. They both play ice hockey rather well.

### ITALIAN CAPITALISM:

You have two cows, but you don't know where they are. You break for lunch.

### RUSSIAN CAPITALISM:

You have two cows. You count them and learn you have five cows. You count them again and learn you have 42 cows. You count them again and learn you have 12 cows. You stop counting cows and open another bottle of vodka.

### SWISS CAPITALISM:

You have 5000 cows, none of which belong to you. You charge an outrageous fee to others for storing them.

### CHINESE CAPITALISM:

You have two cows. You have 300 people milking them. You claim full employment, high bovine productivity, and arrest and detain without trial the journalist who reported the number of cows.

### NEW ZEALAND CAPITALISM:

You have two cows. That one on the left is kinda cute...



**PBBNZ and Equine Parentage & Animal Genetic Services at Massey University are delighted to co-sponsor the DNA testing (DNA Profiling/Sire Verification and Genetic Defect testing) for all NZ Hereford Expo entries.**

**(Animals must be sold at the NZ Hereford National Sale.)**

This is in response to the immense support and loyalty we receive from NZ Hereford members with the volume of DNA testing processed through PBBNZ. PBBNZ's DNA library currently securely holds 28,968 animal profiles on the database.

The Equine Parentage & Animal Genetic Services run two panels of microsatellite markers. Panel one consist of the 12 ISAG (International Society of Animal Genetics) markers as stipulated by regulation and an extra 6 markers which improve their ability to solve sire/dam verifications.

*NZHA sincerely thanks PBBNZ and Equine Parentage & Animal Genetic Services at Massey University for their generous sponsorship.*





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