

# hooked on HEREFORDS

THE BI-MONTHLY NEWSLETTER OF THE NEW ZEALAND HEREFORD ASSOCIATION



## Riverton Hereford bull sale

Strong Spring Bull Sales have been reported throughout New Zealand with an increased demand from dairy farmers fuelling an already buoyant beef market. Over the past two seasons we have seen dairy farmers choosing to mate part of their dairy herd with registered Hereford bulls to capitalise on strong international beef prices. This has resulted in a sale price increase of around \$200 and yearling Hereford sales averaging between \$3100 and \$3200. With white faced dairy beef calves

fetching \$250 -\$400 at saleyards across the country we hope that that the demand will continue.

Pictured above is Mike & Cath Cranstone, Riverton Hereford Stud, and his children acknowledging family and family friends for their support and celebrating their 25th Annual Sale! 112 yearlings at an average of \$2932. Top price \$6000 to Momona Hereford, Tirau. Also sold 32 two-year-old Hereford bulls at an average of \$3142.

### DIARY DATES 2016

- 19th - 21st October  
Royal Show, Hawke's Bay, NZ Hereford Feature Breed
- 31st October - 1st November  
NZHA Council Meeting
- 9th - 11th November  
Canterbury show
- 26th November  
copy due for December newsletter

### 2017

- 19th - 23rd March  
Dow AgroSciences National Hereford Herd Tour

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# President's Note

Congratulations to members on the marketing of their yearling bulls, showcasing our breed and some of its characteristics' available in the genetic pool. The strong tone of customer demand,

under pins continued investment by us all in a major market segment.

I wish to acknowledge the support from all studs for further semen straws involved in the Beef and Dairy Beef progeny tests. Thank-you.

We are now calling for expressions of interest from members who wish to be involved in the planning of NZ WHC 2020. The initial thought is to have 3 committees

1. Tour committee - to organise pre and post conference tours
2. Conference committee - to organise conference speakers and workshops
3. Show and youth - to organise Wanaka show program and / or youth component

At least one councillor would be involved with each committee, but not necessarily chairing it. Each committee would drive their plans and outcomes. Please forward your expressions of interest to Posy via email to [manager@herefords.co.nz](mailto:manager@herefords.co.nz)

Planning for the 2017 Taranaki, Dow AgroSciences National Hereford Herd Tour, is well in hand and the dates are 19-23 March. The club recommend you book earlier as there will be limited accommodation in the region due to the clash with WOMAD

(music festival). The tour costs advertised are very similar to when it was last in Taranaki. An outstanding effort by the club.

The Carcase Challenge competition (formerly known as the Beanbah Boomerang) has previously been awarded to the highest placing Hereford or Hereford derived carcase entered in the Steak of Origin competition. Council recently clarified the winning criteria will be that which is the most tender ie the least amount of shear force used.

Keep the steak of origin competition in mind over the coming months It would be great to see an increased Hereford presence in 2017.

I would like to welcome Rebecca Harper as new editor of the NZHA magazine. You can read more about her in this edition of the Hooked on Herefords. The team are looking for good story leads for 2017 Hereford magazine. Please send these to Rebecca at: [herefordmag@gmail.com](mailto:herefordmag@gmail.com)

NZHA Council will soon be calling for nominations to council. Please consider candidates, as there are presently a number of vacancies.

Wishing you all a great spring.

*Kind regards,*

Phil Barnett,  
President, NZHA

## Registry Report

### Multiple transfer form

These forms are now available under member services/forms on the NZHA website. They can be used when transferring multiple animals to the one purchaser (instead of completing one form per animal).

### Transfers

Prior to completing transfers for animals sold, please ensure they have had the required DNA tests done (in line with NZHA rules). DNA testing is available through the PBBnz office, please contact us for more information.

THE REQUIREMENTS ARE:

**Males** – DNA profile, sire verification, Hypotrichosis tested and declared **free**.

**Females** – DNA profile, sire verification, Hypotrichosis tested and declared (*dispensation granted for the requirement to sire verify females 3 years and older*).

### EBV herd reports

Breeders that submit performance data for a monthly group run will receive an updated EBV herd report (updated EBVs and accuracies). Breeders can request a printed hard copy of this report from Hereford registry or can view/save it from Internet Solutions, by clicking "Download Files" after logging in.

### Import/Export documentation

SEMEN IMPORT REQUIREMENTS:

- 5 generation pedigree
- DNA profile (including correct sire verification)
- Genetic defect test results (free)
- DNA profile and genetic defect test results (free), for both sire and dam

SEMEN EXPORT REQUIREMENTS (for Australia):

- Export certificate, signed by NZHA General Manager (please advise whether purchaser has marketing rights or for within herd use only)
- 5 generation pedigree
- DNA profile
- Genetic defect test results (free)

*Continued on page 7*



# HEREFORD PRIME CLUB SUBSCRIPTIONS CLOSE OCTOBER 28th!

Time is running out if you're interested in joining the Hereford Prime NZ Club.

Subscriptions will close shortly - on Friday 28th October - and those NZHA members who have signed up will become the elite studs to be the foundation members!

A huge thank you to those members who have already taken the chance to join and led the way - your enthusiastic support is sincerely appreciated by the directors of Hereford Prime NZ. The benefits of joining the club include: Receiving a complimentary copy of the booklet "Hereford Prime NZ - The Story", a window/bumper sticker for your vehicle and you'll also become a valuable resource for the directors who will appreciate your ideas and feedback from time to time. Depending on your membership level the Brand Manager may also be available to attend your stud sale or other similar event. Hereford Prime will also, where ever it can, promote your stud and brand on our digital platforms.

Monetary donations, in the form of a promotional grant, will be received in multiples of \$500 plus GST (for example; \$500 will be \$575.00, \$1000 will be \$1150.00 and so on) and your stud will feature on the Hereford Prime Hot Plate.

If you're keen to join, your promotional grant can be direct credited to Hereford Prime's Rabo Direct Account 03-1791-0219619-00 or cheques sent to Hereford Prime Headquarters at PO Box 503 Fielding, 4740 by Friday October 28th 2016. Please include your stud name with any direct credit or cheque so Hereford Prime can acknowledge your support.

**THE HEREFORD PRIME CLUB OFFERS  
THREE TIERS OF PROMOTIONAL GRANT  
CONTRIBUTION;**

**HP T-Bone:** Members donating \$500+GST

**HP Scotch Fillet:** Members donating \$1000+GST

**HP Eye Fillet:** Members donating \$1500+GST or more.

HP Eye Fillet Club members would be able to have the Brand Manager attend their sale/promotional event subject to cost arrangements and Brand Manager availability.

**HEREFORD PRIME CLUB FOUNDING MEMBERS**

**T Bone:**

*Gembrooke Hereford Stud*

Gembrooke Herefords - Dorotich Family;



Matatoki Herefords -  
Scott Family;



Ngakouka Herefords -  
Donald Family;

**Scotch Fillet:**



Kokonga Herefords - Robinson Family



Locharburn Herefords -  
Brown Family



Lake Station Herefords -  
McConochie Family



Waiiau Herefords -  
King Family



Waikaka Herefords -  
Paterson Family

**Eye Fillet:**



Awhea Poll Herefords - Langtry Family



**THANKS MIKE AND LORRAINE!**

In addition to their support of the Hereford Prime Club Mike and Lorraine Langtry also recently entered Hereford Prime in a draw to be naming rights sponsor of the Feilding Show hosted by the Feilding I A&P Association.

This came at a significant expense for them and while Hereford Prime was not announced the winner of the draw, it has helped to lift the profile of the brand within the local area. Thank you Mike and Lorraine for your continued generous support of Hereford Prime.



**PHOTOS WANTED**

Hereford Prime is looking to source a selection of high resolution digital images it can use for promotional purposes. In particular we'd like a selection of photos showing mobs of Hereford or Hereford cross steers or heifers in their natural environment on the farm. We'd also like any photos of you using Hereford Prime beef or its products in the kitchen. Perhaps you have even dined out recently and enjoyed a meal of Hereford Prime in a restaurant and taken a photo of it – feel free to send us those photos too.

It is intended these photos will help build Hereford Prime's library of suitable images that we could use for advertising, in brand brochures and on our social media accounts in the future – so it is vital they are high resolution.

If you have something that you think might be useful, email it to Natalie Campbell, Hereford Prime brand manager at: [herefordprime@pbbnz.com](mailto:herefordprime@pbbnz.com)

**Award Winning Hereford Prime**

Available at:

- BOWMONT WHOLESALE MEATS  
Otepuni Ave, Invercargill - Ph: 0800 146 328
- NEW WORLD HAVELOCK NORTH  
Porter Drive, Havelock North - Ph: 06 877 8032
- NEW WORLD HASTINGS  
Cnr Heretaunga St E & Hastings St N, Hastings  
Ph: 06 876 9881
- NEW WORLD KAPITI  
159 Kapiti Rd, Paraparaumu - Ph: 04 298 0011
- NEW WORLD PAREMATA  
93-97 Mana Esplanade, Paremata, Wellington  
Ph: 04 233 1666
- MAGILLS BUTCHERY  
Jacob St, Te Awamutu - Ph: 0800 624 455
- THE DALY LARDER, FEILDING  
26 Fergusson St, Feilding - Ph: 06 323 4137
- THE VILLAGE BUTCHERY & DELI  
126 Ormond Rd, Gisborne - Ph: 06 867 7689
- THE VILLAGE BUTCHER  
4 Joll Rd, Havelock North, Hastings  
Ph: 06 877 8218
- WAIPAWA BUTCHERY  
72 High St, 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 7165
- 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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[www.facebook.com/herefordprimenz](http://www.facebook.com/herefordprimenz)



follow us on  
[www.twitter.com/herefordprimenz](http://www.twitter.com/herefordprimenz)



**2016 ROYAL A&P SHOW, HAWKE'S BAY  
- 19, 20 & 21 OCTOBER**

This year the 2016 the Hawke's Bay A&P Society is hosting the New Zealand Royal A&P Show (a much larger Hawke's Bay on Show) at the Showgrounds. The Premier Agricultural Show in New Zealand will bring competitors from all over New Zealand to compete for the coveted tri colour ribbon.

Each year the show sees around 30,000 over three days at what is touted as Hawke's Bay's largest gathering. It is the largest event held on Hawke's Bay Anniversary Day.

This year NZ Herefords are the feature breed at the show, which provides an excellent opportunity for the breed to showcase itself to a wide audience.

**Senior Judge** Michael Bayly **Associate Judge** Fiona Curtis NZHA and HP along with Cabernet Foods Ltd are proud to be supporting the **'Stockman's BBQ'** on Thursday night which is an informal event for judges, stewards, competitors, sponsors and friends to catch up for a few complimentary drinks and a bite to eat of Hereford Prime none the less!

Invitation for breeders to attend the Stockman's BBQ at the conclusion of the first day of Royal event classes, held on Thurs 20 October. This BBQ is held in the Agribusiness Hub marquee.



**2016 CANTERBURY A&P SHOW CHRISTCHURCH  
- 9, 10 & 11 NOVEMBER**

The Canterbury A&P Association's annual Show has delighted visitors, young and old alike, every year since its inception in 1863. This is a very successful event with on average 100,000 Show visitors, over 30 percent originating from outside Christchurch, the Show has come a long way in its 150 year history. Good luck to those showing.

**Senior Judge** Mel McConochie

**Associate Judge** Robert Peacock

On conclusion of the cattle judging on Wednesday 9th November, there will be an BBQ at the Hereford tent for all breeders. Further details to follow. Please register your interest in attending by contacting Yvonne Lee, Secretary of Canterbury Club [lees@farmside.co.nz](mailto:lees@farmside.co.nz) Ph: 03 614 3996

# B+LNZ Genetics Progeny Tests

## BEEF PROGENY TEST

Due to the very high level of interest from both bull breeders and commercial farmers, Beef + Lamb NZ Genetics are continuing to invest in the Beef Progeny Test project with another round of matings this year. Approximately 10 new Hereford bulls will be used this year, mainly over Hereford cows at Mendip Hills Station, North Canterbury, but also over Angus cows on other properties. The project has also developed a closer relationship with Hereford Australia, with agreements to use both an Australian bull and a New Zealand bull in both the NZ project and in the Australian Hereford Progeny Test and Black Baldy projects. This will generate links between the projects and set up for greater Trans-tasman co-operation in beef genetics R&D. Calves from the first mating cohort are now yearlings, and so the next 12 months will see some exciting information begin to emerge. Ultra-sound scans for carcass traits will be taken in March, following which steers will be slaughtered and graded under the BeefEQ system. Heifers will be mated and scanned to determine conception date.

## DAIRY BEEF PROGENY TEST (DPBT)

The Dairy Beef Progeny Test has recently seen the arrival of the

first cohort of calves. Calving has gone extremely well for the cows, with short gestations and no additional calving assistance required. The farm is very happy with the results so far, and an impressive mob of calves is currently being reared. The calves are now starting to reach weaning weight and more results will be forthcoming. The next round of AB begins on 10th October, and will see 10 new Hereford bulls listed below enter the project, as well as Hereford yearling bulls, Ardo Extract 5298 and Craigmores Opium 150206 to be used over the heifers.

Bluestone	Bluestone 140015
Bluestone	Bluestone 140027
NewCastle Hereford	Platform Quebec (BM)
McWilliam Stud Stock	Te Taumata Deluxe 12520
Orari Gorge	Orari Gorge Mischief 120083
Morrison Farming	Ardo Bismarck 4265
Chris Chesterman	Koanui Briton 2044
Andrew Russo	Craigmores Opium 10214
Chris Chesterman	Beechwood Doubtless
Morrison Farming	Ardo Ezicalve Caspian

NZHA Council trialled SKYPE last month for their September meeting, which although proved troublesome for two councillors, due to poor internet connection, it was deemed a success and considerable cost saving. It is hoped that this will be a method of communication in the future.

**B+LNZ GENETICS**

During the September SKYPE meeting the Council moved that an Information Protection Agreement and Confidentiality agreement between B+LNZ Genetics and NZHA should be accepted and sent to B+LNZ Genetics for signing. The agreement outlines that B+LNZ Genetics has access to NZHA data for purposes submitted and approved by NZHA, outlining project aims, outcomes and data requirements and that B+LNZ Genetics will return results of the analyses to NZHA. The Council did not take the decision lightly, but ultimately were unanimous in their decision to have an agreement between B+LNZ Genetics and NZHA in the interest of the advancement of NZ Herefords.

**NZHA'S DNA AND GENOMICS STRATEGY**

During the next Council Meeting in Feilding on the 31st October, 1st November, there will be a significant focus on NZHA's DNA and Genomics Strategy. In this issue of the Hooked on Herefords we have printed the bulk email which was sent end of September to all breeders regarding NZHA's DNA & Genomic Strategy. Dr Alex Ball, CEO Herefords Australia, who has a vast experience in Genomics from his previous position with MLA and work into genetic improvement, will be SKYPED into the meeting, using PBBnz's new technology in the board room. In addition B+LNZ Genetics has been invited to address the board on their view of SNP.

AuSAE – Australian Society of Association of Executives have also agreed to be in attendance at the next board meeting to guide the Councillors in their meeting procedures and to assist in development of the next Strategic Plan as the current Strategic Plan expires at the end of this year.

**NZHA PUBLICATIONS**

NZHA are thrilled to announce we have Rebecca Harper as the new editor for the 2017 magazine. You can read more about Rebecca Harper in this edition of Hooked on Herefords. Please feel free to contact her if you have any stories or photographs you feel maybe of interest.

Recently we have been having a closer look at where there can be some cost savings (if only small) in the management of the Association. Although we see 'Hooked on Herefords' as a service to members and therefore not a profit making publication, despite being sponsored it has been running at a loss. For this reason, the council adopted the proposal that every second edition of Hooked on Hereford will be electronic which will save over \$5000 in printing and postage.

The following Hooked on Hereford editions will be printed: October, February, June with December, April, August electronic editions via email. All Hooked on Herefords can be accessed via the website via Publications/Member newsletters. If anyone would like the electronic version email printed and sent, please call the office with your request.

**REGISTRY**

Megan and Posy would like to thank all breeders for their patience regarding registration queries. It has been a learning curve for them both but they are now confident they can handle the majority of matters within a quick turnaround. A few changes have been adopted which Megan has covered in her registration report.

**2017 GRAZING UNITS**

NZHA are extremely grateful to Brent and Anna Fisher for once again agreeing to host the South Island Beef Expo bulls. In the North Island, Richard Brown at Kiwitea has kindly put his hand up to graze the North Island bulls and host the South Island bulls prior to Expo. He has a magnificent farm 15 minutes North of Feilding on the Kimbolton Road, which we are sure you will be more than happy with.

Due to the constraints last year inflicted upon Stu Morton at the North Island grazing unit to keep the C10 Status, it has been decided this year that the bulls entered into the North Island grazing unit will adopt the CM status while they are there, however upon being sold they will once again pick up their C10 status if they are added to a C10 herd, and will only require testing as part of the herd's testing regime.

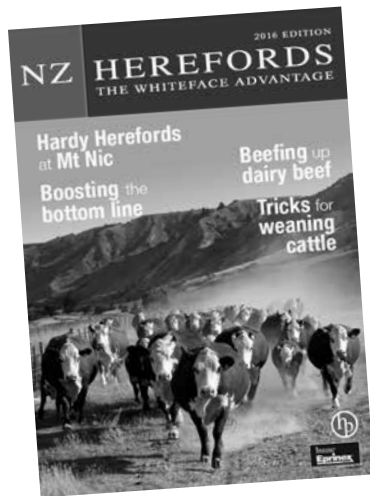


*Do you have the next cover shot?*

High resolution Hereford pics are needed for the 2017 Hereford Magazine and other Hereford marketing.

If you think you have the best shots depicting Herefords please email them to: office@herefords.co.nz

# The marketing beast which is NZHA



The NZHA Magazine, New Zealand Hereford, is a real gem in the Hereford Association crown. It is a publication which is held in high regard in the industry and a real asset to NZHA Breeders and the Association.

We anticipate 2017 to be another excellent addition to the series.

We are very happy to inform you that we have managed to secure Rebecca Harper as Editor for 2017. Many of you will be familiar with Rebecca's work even if you're not sure of the name. Rebecca was Editor of The New Zealand Farmers Weekly for NZX Agri. During her time the newspaper was a finalist in the Canon Media Awards, Community Newspaper of the Year, prior to this she also a agri-journalist for NZX Agri, including one year in the Parliamentary press gallery covering the 2011 General Election and working across all titles – Young Country, The New Zealand Farmers Weekly, Country-Wide, The Dairy Exporter, Newsroom, Dairy Week. As far as Editors go we are sure you will agree she is an awesome addition to the team and we look forward to seeing the magazine get underway.

Laura Collis will be managing all the bookings from the Hereford Office again. The early bird discount of 10% is available to all those who book and get their completed ad material to the office by the 6th January. Any questions about rates or specs feel free to give Laura a call in the office or email office@herefords.co.nz. The rate cards and booking forms are included in the October edition of Hooked on Herefords. You will see there are a variety of advertising options for breeders and Hereford supports not only do we offer the magazine, there is also opportunities in the bimonthly Hooked on Hereford Newsletters and the bulk emails sent from the Hereford office. Book any additional advertising with your 2017 magazine advert and receive a 25% discount! A change you won't see in this year's Rate Card are the rates! All rates for 2017 marketing have stayed the same as 2016 which is excellent news and a great opportunity we hope you will take advantage of.

Pivot Design is once again joining the Hereford team for the 2017 edition. Glenn will be your first point of contact in regards to the design of your advert. Many of you would have worked with Glenn before as this is his sixth year designing our adverts and the magazine.

2017 will see a move to a "user pays" system with the design team. In the past NZHA has paid for one hour of design time from Pivot for each advert. The decision has been made to move away from this and keep the rates reduced to help combat this.

## INTRODUCING THE 2017 MAGAZINE TEAM

### Rebecca Harper

Editor

Email: herefordmag@gmail.com

### Laura Collis

Advertising

Email: office@herefords.co.nz

Phone: 06 323 0745

### Glenn Morton

Graphic Design

Email: graphics@pivotdesign.co.nz Phone: 06 323 0863

## Registry Report - *Continued from page 3*

Exporting embryos requirements - Same as above and in addition require DNA profile, genetic defect test results (free) and pedigree of donor dams.

Please note that as of 1st October 2016, the cost for NZHA to process this import/export documentation will be \$150 + GST/animal.

### 2017 Beef Expo DNA requirements

Following the note on page 4 of the August newsletter – All Hereford entries for Beef Expo 2017 will require full parent verification. If you require dam verification, please contact registry who can send you pre-printed DNA envelopes for hair samples.

### Parentage results

Just a reminder that it is NZHA breeder's responsibility to advise Hereford registry of any changes to an animal following parent verification. This will not be updated automatically, even if the test has been processed through PBBNZ.

### Online registrations and performance recording

Contact Hereford registry if you wish to register calves, enter weights etc. online using Internet Solutions. You will need a login and password to access this and registry can create a pre-built worksheet for you to work from. Tipsheets are also available to help you through the process.

Kind regards,  
Megan Ellett  
Registry

*Not many sleeps till the big day ... No not Christmas.*

## BEEF EXPO 2017

**12th – 16th May 2017 - Manfeild Stadium, Feilding**

Following on from last year's successful Beef Expo, where Herefords not only topped Tru-Test Beef Expo with the highest priced bull, but also had the highest sale average, it's now time to decide which bull to enter in Tru-Test Super Sires and Honda Motorcycles Impact Sires for 2017.

### TRU-TEST HEREFORD SUPER SIRES 2016

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 HEREFORD IMPACT SIRES 2016

To be eligible Impact Sire bulls must:

- 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

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 have FULL PARENT VERIFICATION.

For bull to be entered into one or other of the above classes they must be kept in either the North Island or South Island Grazing Units for eight weeks prior to Beef Expo, providing a level platform for all exhibits.

Please direct expressions of interest to:

North Island:	Kevin McDonald	Ph: 07 333 8068
South Island:	James Murray	Ph: 03 319 4331
	Robert Kane	Ph: 03 204 8236
	Anna Fisher	Ph: 03 329 0994

### HEREFORDS GRAZING UNIT 2017

For the second year in the row, the North Island Grazing unit is moving and will be hosted by Richard Brown. Phil Barnett and Posy Moody visited the new grazing unit, mid September and as can be seen from the photo there was no shortage of grass. Richard comes from a history of stud farming and looks forward to giving back something to the stud breeders. NZHA are extremely grateful to Richard and his family for offering to host the 2017 Beef Expo bulls. More details will follow.

### NORTH ISLAND GRAZING UNIT:

Owner: RA & MA Brown  
 Location: Bankhead Farm, Kimbolton Road  
 (3km closer to town than the Langtry's)  
 Farm: Mixed farming – sheep & beef and cropping  
 Size: 650 acres

### SOUTH ISLAND GRAZING UNIT

Owner: Fisher Family  
 Location: Silverstream, Banks Peninsula,  
 Farming Operation:  
 Finishing 1000 weaners on 50ha for 4 months with intensive use of fodder beet. Charolais and Hereford registered studs and sheep farming.  
 Size: 400 ha hill country (2 – 350m above sea level, 625mm rainfall), 512 ha finishing (2m above sea level, 625mm annual rainfall – 400ha of which is irrigated)



# NZ Miniature Breeders Group Update

by Helen Russell (Treasurer and Registrar)

The NZ Miniature Hereford Breeders Group 2016 AGM was recently held in Nelson.

Graham Hunkin of Tuakau was re-elected as Chairman along with a Council Team of Debra Hamilton (Palmerston North), Helen Russell (Warkworth), Sharon O'Brien (Tauranga), Jim Haliburton (Hastings), Natalie Fletcher (Taupo), & Grant Marshall (Nelson). The Miniature Hereford Council is spread over New Zealand so we can encourage and help other members as well as new people interested in joining the Miniature Hereford Breeders Group.

The membership is growing nicely and we currently have 27 members registered.

The weekend started with an excellent quest speaker, Bridget Davis, AI Supervisor, from LIC South Island. With Bridget's 20 years' experience she gave a very informative talk and answered many interesting questions regarding AI and other general beef related health issues.

The Miniature Hereford AGM was held on Saturday which left Sunday for a trip to see fellow breeders, Lesley & Grant Marshall, on their farm close to Nelson. Lesley and Grant have a lovely herd of Miniature Herefords and a well set up farm. They were great hosts and we all had a very pleasant day. The Nelson market was also on most of our agendas along with a good look around the town. A very pleasant weekend was had by all.

The next Miniature Hereford AGM will be held in Feilding at PBBnz on the weekend of 29th/30th April, 2017.



NZ Miniature Breeders: left to right: Helen Russell, Sharon O'Brien, Melanie Hunkin, Grant Marshall, Richard Hardaker, Graham Hunkin Natalie Fletcher, Steve Fletcher, Lesley Marshall, Dimi Cooper, Bruce Cooper and Chris Russell



Left: discussing the breed and bloodlines Sharon O'Brien, Grant Marshall, Chris Russell & Graham Hunkin



Right: "Grant Marshall" of Nelson showing us his Miniature Herefords

## Spring Bull Sale Results

### 2nd September, 2016

**MAHUTA, John Allen** No. Avg Top

**Comments:** 67/70 \$2,343

Sold 9 from 10 Angus bulls at average \$2250.

### 9th September, 2016

**HUKAROA, Dean & Lisa Hansen** No. Avg Top

**Comments:** 73/73 \$2,525

Reported a beautiful sunny day with a large gathering of strong bidders and a fabulous atmosphere, also sold 13 2-year-old bulls from 14 offered at average \$3,060.

### 12th September, 2016

**OKUPATA, P,M & T Atkins, Oparau** No. Avg Top

**Comments:** 64/64 \$2,500

Also sold 8 from 8 Murray Grey bulls at \$1900 average.

**CRAIGMORE, D&S Henderson** No. Avg Top

**Top price purchaser:** Lot 5 79/79 \$3,213 \$8,000

Capethorne, Cheviot

### 14th September, 2016

**KOKONGA, B & M Robinson** No. Avg Top

38/38 \$3,136 \$6,200

### 15th September, 2016

**RIVERTON, M&C Cranstone** No. Avg Top

**Top price purchaser:** 112 \$2,932 \$6,000

Momona Hereford Tirau.

**Comments:** 25th Annual Sale Also sold 32 two year old bulls at an average of \$3,142.

### 21st September, 2016

**NEWCASTLE, N & B Smith** No. Avg Top

**Top price purchaser:** Lot 2 17/17 \$2,802 \$10,000

Maungahina Stud, Masterton – Otapawa were the under bidders.

**Comments:** Good support from the stud, commercial & dairy sectors.

### 22nd September, 2016

**KAIRAUMATI, R & K Ward** No. Avg Top

**Comments:** 24/24 \$3,295

Also sold 22 out of 22 yearling bulls at an average of \$2,634.

### 27th September, 2016

**EZICALVE MORRISON FARMING** No. Avg Top

**Comments:** 40/40 \$3,100 \$6,600

100 yearling bulls averaged \$2,400. A complete clearance Good bulls at good prices for all. We had a very good day.

# Dow AgroSciences National Hereford Herd Tour - March 19- 23rd 2017



The Taranaki Hereford Breeders Association would like to invite you to join them in Taranaki for the 2017 National Herd Tour. They have put together a tour which combines a showcase of quality cattle, picturesque landscape and a relaxed itinerary; enabling people to sample local cuisine and all the area has to offer to go home feeling rejuvenated and relaxed with fond memories and new friendships.

## DOW AGROSCIENCES TOUR ITINERARY ...

### HERD TOUR AGENDA SUNDAY 19TH MARCH

- 4:00 Registration
- 5:00 AGM
- 6:00 Happy Hour sponsored by NZ Farmers Livestock
- 7:00 Dinner

### MONDAY 20TH MARCH

- 8:00 Depart the Devon Hotel
- 8:30 Arrive at Wai Polled Hereford Stud – Topless Family
- 9:30 Depart
- 10.45 arrive at Bexley Station – Collin and Carol King
- 12.30 lunch sponsored by North Fuels
- 1.30 Depart
- 2.30 Arrive at Mikes Brewery for sampling and snacks
- 3.30 Depart
- 4.00 Arrive at Wheelers racing stables
- 5.00 Depart racing stables
- 5.15 Arrive at Devon Hotel
- 6.00 Happy Hour Sponsored by NZ Farmers Livestock
- 7.00 Auto lodge for dinner

### TUESDAY 21ST MARCH

- 8.00 Depart
- 8.45 Arrive at Pennylane – Collins Family
- 9.45 Depart
- 10.30 Arrive at Shadow Downs Hereford Stud- Daniel and Rae Smith
- 11.30 Depart
- 11.45 Arrive Tawanui Hereford Stud- Janelle and Lance Downs for lunch sponsored by Rural fuels

Optional afternoon all participants must select and indicate one option in booking details ...

#### **a. Aotuhia Station depart around 1.45 pm.**

Aotuhia station is an iconic hill country station located east of Stratford. It was once home to 26 families who all walked off the land in the great depression. In 2004 Lloyd and Lance Downs (twin boys of Kevin and Jean) left school at age 14 to manage the station. Aotuhia Station is now owned by Lloyd, Lance and Janelle who continue to operate the station in conjunction with their Strathmore and Pukengahu farms. This trip will encompass a short farm tour including the bridge to somewhere, mainly Angus and some crossbred cattle, sprayed, burnt and renewed pasture, Toko pub for light snacks and a drink on the way home.

## DNA and Genomics strategy

The NZHA technical committee, made up of 3 council members and three non-council members, has been working on the strategy going forward for NZ Herefords with relation to DNA and genomics.

### **The NZHA technical committee and the NZHA council have an agreed goal to progress genomics.**

Genomics will provide more accurate genetic information earlier in life, which is most valuable to breeders for traits that are sex limited, hard to measure (maternal and carcass), expressed late in life and those that are lowly heritable. For example, with genomics a breeding value for maternal calving ease could be provided on a bull calf at few months of age that would have similar accuracy to an older bull with nine daughters already having calves. This enables selection decisions to be made earlier, shortening the generation interval leading to increased genetic gain.

To enable reaching this goal, NZ Herefords are working with Beef + Lamb Genetics as an independent advisor. Members of the NZHA technical committee along with members of the NZHA executive committee have met with Beef + Lamb New Zealand Genetics in Dunedin on September 20th. Beef + Lamb

New Zealand Genetics (BLG) and the Technical committee will meet again with the full council at the next council meeting at the end of October. BLG will work with NZ Herefords over the next 6 months looking at the options for genomics in NZ Herefords with the aim to present a full genomic plan and costings to the wider Hereford membership at the AGM in March.

There are a number of issues that need to be discussed and decisions made to allow NZ Herefords to progress towards the goal stated above.

One of the first decisions that need to be made is a strategy for DNA sample collection – i.e. the type of sample collected, the service provider for DNA testing and the technology used. BLG have advised that those members taking hair samples over the coming months for DNA to please collect two good quality samples. Send one sample to your usual DNA service

**b. Ladies evening** departing around 1:45 arriving back in New Plymouth at 2.00 for two hours of pampering and wine and cheese (Massage, hair, body scrubs and makeup all available for sampling and purchase)

**c. Departing at 1.45** and arriving back at the hotel around 2.45 for your own free choice evening to relax, shop or explore New Plymouth at your own personal leisure.

Estimated time of arrival back from the Pampering is 5 o'clock and Aotuhia is 7 o'clock

Dinner of your choice

### **WEDNESDAY 22ND MARCH**

- 8:00 Depart
- 8.30 Arrive at Horizons Hereford Stud- Marcus and Nichola McLeod
- 9.30 Depart
- 10.45 Arrive Mangaotea Hereford Stud- Jacqueline and Robin Blackwell
- 11.45 Lunch sponsored by BNZ
- 12.45 Depart
- 1.45 Arrive at Davandra Hereford Stud- David and Andrea Steele
- 2.45 Depart
- 4.00 Arrive at Devon early for a free afternoon to explore New Plymouth or relax
- 6.00 - 7.00 Happy Hour Sponsored by NZ Farmers Livestock
- 7.00 – 9.00 Progressive dinner and Auction
- 9.00 Pick of the drop Taranaki in calf heifer auction. We will auction off 2 in calf Heifers. Auction winners can have a pick from participating Taranaki Studs with commission donated going to the Hereford youth Ambassadors.
- 9.00 Last night Celebration and live band

Due to WOMAD (World Of Music and Dance) festival being the same weekend as the tour we need to secure the accommodation and have therefore put together a special early bird offer for you ...

**Early bird registration available until the  
20th December 2016 \$650 per person  
Late registration available until the  
20th January 2017 \$700 per person**

Please register the full details of each person with Janelle Downs via email or phone 06 762 3531 or

email: [janelleandlance@icloud.com](mailto:janelleandlance@icloud.com)

Registration details and information

- Full name
- Tuesday afternoon option
- Herd Prefix or province
- Aotuhia Station, B-
- Contact phone number
- Ladies evening or C- Free choice
- T shirt size

Payment to be made at time of registration with your name as the reference. Bank details: Taranaki Hereford Breeder Association 15 3947 0162 065 00

Accommodation is at the Devon Hotel New Plymouth. For room preference and bookings please contact The Devon Hotel on 0800 843 338 with the Herd Tour booking reference number 6657 and they will make sure you received the best room to cater for your individual needs.

The Taranaki Hereford Breeders Association are honoured to be holding the 2017 National Herd Tour and look forward to sharing with you our beautiful province and generous hospitality. Further stud information was also published in the 2016 Hereford Magazine on pages 140-141

Here's to fond memories and new friendships... we look forward to meeting you all here in March.

For questions or more information please contact

Janelle Downs P: 06 762 3531 or [janelleandlance@icloud.com](mailto:janelleandlance@icloud.com)

provider and keep the other sample safe and dry for potential future use with genomics. Please refer to the NZHA website for tips on good hair sample collection. For those members using an alternative DNA service provider to Massey, and currently utilising tissue sampling, then one TSU will be sufficient.

With this in mind breeders are advised that it is not compulsory to use Massey University for parent verification on DNA samples however they are currently the only providers of the required genetic defect testing in New Zealand. Breeders are welcome to use other service providers that are currently offering parent verification by SNP testing as long as they ensure that all current NZHA requirements around sire verification and genetic defect testing are complied with.

It is also recommended that breeders do not discard DNA material from potentially influential animals, such as stored semen from proven sires, as this DNA could become important building blocks for the NZ Herefords genomic plan.

The NZ Herefords genomic plan will be derived from advice and collaboration from a number of sources to ensure that it is practical, cost effective and achievable. As well as working with BLG the technical committee will be engaging with other parties such as the Australian Hereford Association who are at a similar stage as NZ Herefords with a genomic strategy. Our close links

with Australia with the Trans-Tasman Breedplan analysis means working with Australia will have some big advantages. There will also be opportunities to draw on the expertise and experience of individuals such as Dorian Garrick who has been heavily involved in the development of genomic evaluation in American Herefords.

It is important to remember that genomics will not replace good phenotypic (weights, calving scores, carcass scanning) data collection - in fact accurate phenotype data will be even more important to help validate the genomic data. For this reason the technical committee has asked BLG to work with Breedplan to produce a "Best practice guide" for breeders so we can make sure we are collecting data at the optimum time and in the optimum way. Alongside this there will be the opportunity to assess and evolve the way that this phenotypic data is collected, stored and sent for analysis with the aim of improving accuracy, efficiency and cost effectiveness.

If you wish to discuss any aspects around genomics in NZ Herefords please do not hesitate to contact the NZ Herefords office or one of the three councillors on the technical committee.

**Andrew Russo  
Jason Graham  
Robert Kane**

# Increasing Pedigree Accuracy with DNA Parent Verification

Accurately recording pedigree information is one of the most fundamental jobs of a beef seedstock producer. Amongst other things, accurate pedigree information is fundamental for the maintenance of an accurate herd book by registered breed societies, it plays a crucial role in enabling the calculation of Estimated Breeding Values (EBVs) from genetic evaluation programs such as BREEDPLAN. It allows seedstock producers to meet their duty of care to provide the most accurate information as possible on their sale animals (e.g. bulls, semen or embryos).

Even with a concerted effort to record accurate pedigrees, just how accurate is the pedigree information in the average seedstock herd? Many situations can compromise the accuracy of pedigree information, including:

1. In a naturally joined single sire joining mob there is always a possibility of another bull (known or unknown) mixing with the mob at some stage.
2. Artificial breeding technologies can add another source of error. If the backup bull is put in soon after the AI programme, there will not be a clear break in calving between the AI calves and calves sired by the backup bull.
3. In multiple sire joining programs, individual sire identification is impossible without the assistance of sire verification through DNA testing.
4. "Mothering up" cows and calves may be compromised by mismothering, particularly in first calf heifers.
5. Human error when recording the mating details either from natural or artificial breeding programs.

DNA parentage verification offers seedstock herds with a tool for accurately determining animal parentage and reducing pedigree errors that may otherwise occur.

## DNA PARENTAGE VERIFICATION IN PRACTICE

An interesting case study into how easily errors can occur in pedigree recording even in a herd following best practice guidelines, was demonstrated in the Beef Information Nucleus Progeny Test Program conducted by the Australian Limousin Breeders Society. To ensure accuracy of sire information, the sires for all calves from the first joining in 2011 were checked by DNA profiling and verification. The parentage verification highlighted a number of pedigree recording errors including:

- The wrong straw of semen was used or the sire recorded incorrectly for three calves during the AI program.
- Four calves were incorrectly assigned to the back-up bull whereas they were actually sired by the AI sire.
- Human error occurred during the data entry for another three calves.
- Two calves born on the same day had clearly swapped mothers at birth.

In total, 12 of the 227 calves (5.3%) were given incorrect sires when the pedigree information was collected. Considering the Limousin Progeny Test Program was following best practice guidelines, it is probably indicative of the lower level of pedigree



errors occurring across the registered cattle industry and highlights the benefit of DNA parentage verification.

## HOW DOES DNA PARENTAGE VERIFICATION WORK?

There are currently two types of DNA tests for parentage verification

- Microsatellite testing, which has been used for a number of years and is still a highly accurate test.
- Single Nucleotide Polymorphism (SNP) testing, a new technology which has more recently become available as an option for parentage verification.

In general, parentage verification is based upon the detection of genetically inherited markers present in a calves' DNA. Calves receive one chromosome from each of their parents, and so genetic markers are passed down from parent to offspring. Both microsatellite and SNP parentage verification are based on exclusion, proving that the animal is not the offspring of a sire or dam rather than proving it is. For example; if a marker is present in a calf but not in the nominated parents, then the calf is excluded as an offspring of that mating (Figure 1). As a result, no test is 100% accurate at positively identifying an animal's parentage. However, 99.9% of incorrect mating's will be detected by DNA parentage analysis.

## MICROSATELLITE MARKERS

A microsatellite marker is a repeat of a particular base sequence over and over, for example CACACACA, which current tests utilising a panel of multiple microsatellites. For example, a current microsatellite test available utilises a microsatellite marker panel of up to 21 markers, including 12 internationally standardised markers recommended by the International Society for Animal Genetics (ISAG). A further 11 markers are available where necessary to resolve difficult parentage cases (maximum of 32 markers.). Microsatellite DNA markers have been used for nearly twenty years and remain an accurate method of parentage verification. Parentage verification tests

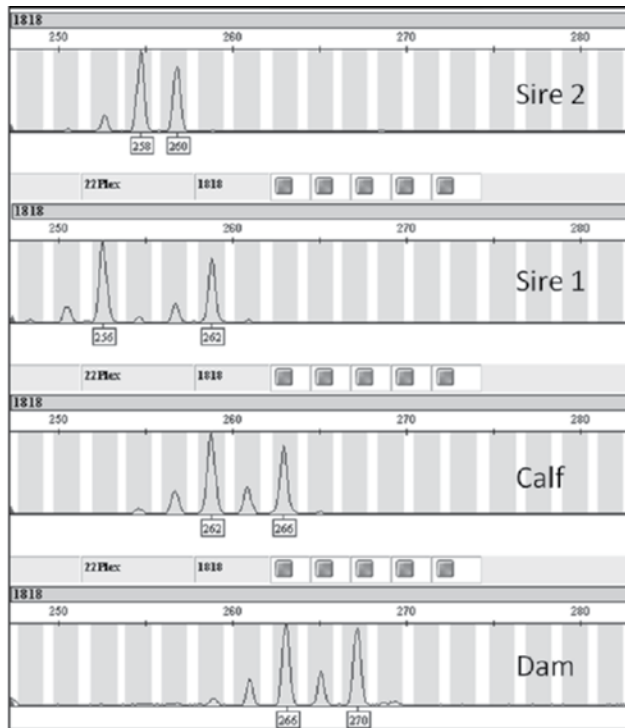


Figure 1. DNA testing for parent verification excludes potential parents based their DNA profile. In this simple representation based on microsatellite testing, Sire 2 is excluded as the calf's parent while sire 1 qualifies as the parent

using microsatellites is the technology currently utilized by Massey University in New Zealand

### SINGLE NUCLEOTIDE POLYMORPHISM MARKERS

Single Nucleotide Polymorphisms (SNPs) are markers which identify a difference in a single nucleotide base pair. A basic SNP parentage verification test uses a panel of ~150 SNPs, including 100 internationally standardised SNPs.

NZ Hereford are currently investigating, as part of a genomics plan, transitioning from the use of microsatellite markers to SNP markers for parentage verification in the future. The major benefit of SNP based parentage verification over microsatellites is that it is more compatible with use of DNA technology for other purposes such as the use of larger SNP chips (20,000 to 50,000 SNP's). In this situation the 150 SNP profile for parentage would automatically be collected, removing the need for duplicate DNA tests to be conducted.

**Unfortunately, microsatellite profiles cannot be imputed or converted to a SNP profile equivalent (or vice versa), therefore animals that require parent verification via DNA, need to have the same DNA test as their parent(s). For example; if the calf has a SNP profile, the sire also needs a SNP profile. If the sire only has a microsatellite profile, it needs to be re-genotyped to have a SNP profile available. Hence transitioning to SNP parentage verification can come at an additional cost to the seedstock breeder and needs to be well planned. As a result, NZ Herefords have chosen to continue using microsatellite markers in the short term as well as allowing breeders the choice to use SNP parentage verification as long as the current**

**requirements of New Zealand Herefords, such as sire verification and genetic defect testing are complied with.**

### BREED SOCIETY REGULATIONS

In addition to the benefit of using DNA parentage verification to improve pedigree accuracy, there are registration requirements and regulations around DNA profiling and parent verification.

These will include minimum DNA parentage verification requirements and which type of profile they accept – NZ Hereford will accept both types of DNA parentage verification (microsatellite or SNP) at this present time. Breeders that are investigating the use of SNP technology are advised to be sure that the testing they are using will meet the current NZHA regulations for parentage verification and genetic defect testing. Currently only Massey University can offer the genetic defect testing (Hypotrichosis, Idiopathic Epilepsy, Diluter) so breeders utilizing other service providers for DNA parentage verification will need to organise genetic material to also go to Massey for testing of animals that require a genetic defect test.

### HOW TO GET YOUR CATTLE TESTED

Laboratories offering DNA services will use different sample types e.g Massey uses hair samples while other service providers prefer the use of tissue sample from ear punches. Breeders who are investigating using SNP technology for parentage verification should follow the guidelines from the specific service provider they are working with e.g Zoetis, Genomz, Genemark.

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**... Paul Shepherd,  
Otengi/Waimaire Herefords**

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**... Chris and Henry Douglas**

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