



Simmentales

**Targeted News from
The Industry Heavyweights**

Issue 24 ■ December 2014

PRESIDENT'S MESSAGE

It's supposed to be the 'season of goodwill' but I always find myself getting grumpier as December progresses and the work programme is held up by weather and Christmas 'shouts' (not that I am averse to someone else buying the drinks but there is usually something else that needs to be done!). This year has been made more frustrating with cold and wet being the norm in the south, and all the ag work behind schedule. Southland is particularly badly affected and a lot of early sown fodder beet crops are rotting in the ground. To contrast that you only have to go north of us a short trip to find farmers complaining about the dry, and unloading stock. You would think somewhere in between there would be a 'goldilocks' strip where everything was 'just right' but I haven't heard where this place is!

Other than being grumpy about the Christmas rush things are not too bad here. The bulls are all out and, so far, all fit (touch wood) and the cows have a decent bite in front of them. I remembered, for the first time, to pull some tail hairs from the new bulls before they went to works. Last year I had to track two bulls down at their new owners farms to get the DNA sample!

We have a great tour of southern studs, scenery and camaraderie planned for the end of February (details below) so if you can make it please fill out and send back the form and get your travel arrangements made.

Please take note of the services that PBB can provide us as breeders. As shareholders of PBB your Simmental society has a vested interest in PBB's financial success so please support them where you can, particularly with your ear tag purchases, DNA and any graphic work you require. I think you will find they are as cost competitive as anywhere.

Finally have a relaxing Christmas/New Year break and may 2015 see 'goldilocks' weather and continued strength in our beef market.

Kind Regards,

Garry and Julene McCorkindale

Well Christmas is nearly upon us, and most of us are no doubt left wondering where 2014 has gone.

We trust you have had a successful calving, and are enjoying seeing the results of the genetic developments you are aiming for in your respective herds.

Just a friendly reminder about keeping your record keeping up to date and ensuring data is submitted to the office in a timely manner.

Most of you will have bulls out working at the moment. If you were unable to get a sample for DNA profiling from your bulls prior to joining, please ensure this is done when you take them out from the cows. Remember, calves will not be able to be registered if they do not have a sire with a DNA profile.

Kind Regards,

Sarah Hammond

SOUTHERN SIMMENTAL TOUR 25-27 FEBRUARY 2015

It's time to make the decision to register for this year's breeder's tour and AGM of our breed society. The tour starts in Dunedin on Wed 25th February and travels through the Otago hinterland visiting stud and commercial beef farms before stopping in Lawrence for the night. The AGM will be held on that night.

The next day we will head south to Balclutha where Silver Fern Farms will host us on a tour of their Finegand plant, one of only three that process their new BeefEQ products. They also have a lot of automation in their boning rooms (both beef and lamb) and it is a fascinating plant to visit.

From there we will head further south into the Catlins then loop back to the west, visiting studs, and on to Dunedin again for the night.

Friday morning sees us heading into North Otago for another stud visit and possibly a visit to the Totara Estate, which shipped the first boatload of frozen sheep meat out of NZ to Britain. We will be back to Dunedin Airport by 2pm to make connections for those wanting to be home that night. The bus will travel back to Dunedin for those with cars or planning on staying longer. As an added attraction for rugby fans, there is a Super Rugby game (Highlanders v Reds) on Friday night in Forsyth Barr Stadium. It's worth going just to see NZ's only fully covered stadium.

Accommodation in the city is tight (Cricket World Cup is on) but we have a number of rooms held for us. We do need early confirmation of those coming so fill out the accompanying form and return as soon as you can. Plan your travel to be in Dunedin for the night before tour departure.

We promise a great time and a good look around the South!

Please complete the enclosed Reply form and return to the office Monday 12th January 2015.



BEEF + LAMB NZ GENETICS BEEF PROGENY TEST UPDATE

Beef + Lamb NZ Genetics (BLG) has begun a very exciting initiative this season with the 2200 females being mated in the beef progeny test project across 5 properties. The progeny test project is a partnership with other investors and contributors, including Focus Genetics, Zoetis, participating commercial herds, and other investors. This project is about beef genetics at the commercial level.

The project will evaluate the actual genetic improvements in performance realised under commercial situations, and relate these to the genetic tools which are available to assist in selection decisions. The goal is to assess how investment in improved genetics translates to improved herd performance, and provide farmers with the confidence that EBVs and genomic tools relate to commercial outcomes in NZ farming systems.

The project will also demonstrate how a herd can set goals and make progress towards these goals via use of genetics and tools to enhance selection decisions. For example, if the goal is to increase compliance to market specifications like Beef EQ, then use of appropriate tools for bull selection and replacement heifer selection to improve compliance rates will be demonstrated.

The project will also look at maternal performance (Angus, Hereford and Stabilizer) of different types of animals, and relate this to carcass performance. Data from the project will be used to assist in developing breeding objectives which better account for the role of the cow in NZ farming systems, with the relationship between fluctuations in body condition and fertility being a key factor.

Bulls representing Angus, Hereford, Stabilizer, Simmental and Charolais breeds are being evaluated. The Simmental bulls selected to be evaluated this joining are

SIRE NAME	IDENTIFICATION
RISSINGTON NEW STANDARD AU158	0049AU0158
RISSINGTON AB5185	0049AB5185
TOKAWEKA HANDSOME AH801	0079AH0801
GLEN ANTHONY Y-ARTA AY02 (ET)	0299AY0002
GLENSIDE ATOMIC A5	1312AA0005
KERRAH A456	1667AA0456
KERRAH XFACTOR AX187 (ET)	1667AX0187

Christmas Greetings

FUTURE BEEF NZ

Future Beef New Zealand aims to provide young people from all backgrounds the opportunity to learn about and become involved in the beef industry.

FBNZ was launched at Beef Expo in 2006 when 40 young enthusiasts attended the day – it has now grown and last year there were 75 participants.

FBNZ Hoof and Hook is being held from the 8th-10th May 2015 at Manfeild Stadium, Feilding.

Steers are brought to the event and judged on the “hoof” and after the event they are slaughtered and judged on the “hook”.

The Hoof and Hook Event includes educational modules, hands on modules, steer judging, handling judging, beef bash and more. Participants are allocated to groups which enable them to work with people of similar age and ability.

This year heifers are part of our Hoof and Hook event – details below:

- Heifer must be born after 1st June 2014.
- Under 12's may bring a heifer only.
- Over 12's must bring a steer to be eligible to bring a heifer.
- Under 12's can use heifer in handling class but over 12's must use steer.
- Heifer judging will be after the Handling class on Sunday and the two classes will be purebred heifer and crossbred heifer.
- Pure Bred heifers can go home or may be eligible to enter in the Queen of Hearts (which must be organised prior to event).
- Cross bred heifers are accepted but will be taken home.

For further information please go to our website:

www.futurebeef.co.nz

or contact SHARYN

E: Sharyn@pbbnz.com

P: 06 323 0865



John Hammond and Lauren McWilliam with Champion Yearling Maungaraki Bison at AgInnovation 2014.



SOUTHERN SIMMENTAL TOUR

25-27 FEBRUARY 2015

REPY FORM

Name of Attendee(s):			
Name of Attendee(s):			
Phone No:		Mobile No:	
Email address(es):			
Accommodation Requirements: Please Tick	<input type="checkbox"/> Single	<input type="checkbox"/> Double	<input type="checkbox"/> Twin
			<input type="checkbox"/> Tick if accommodation NOT required on Tuesday night.
Please return form to Lindy Lawrence at the Simmental Cattle Breeders office by 12th January 2015 75 South St, PO Box 503, Feilding 4740 • Email: lindy@pbbnz.com • Fax: 06 323 3878 • Phone: 06 323 0742			

PBBNZ - WE'RE HERE FOR YOU

PBBNZ is committed to leading the way in the livestock industry by providing future focused business solutions.

We pride ourselves in our commercial services and would appreciate the Charolais members supporting such services:

PIVOT

Our dedicated in-house design suite offers expertise in graphic design and website development and maintenance. The Pivot design team are experts in their field with more than 40 years' experience between them. They offer services from livestock sale catalogue production to large format and digital printing, e-books and signage of all descriptions. They can provide print consultancy services, making your publication production a seamless, stress free process right through to distribution. They also have facilities to manage the distribution of electronic correspondence from your database.

While Pivot have established themselves as specialists in graphics and design work for the primary sector their expertise also extends to wedding stationery, restaurant and business branding and vehicle signage - when you work with Pivot the only limit is your imagination.

DNA

Providing complete livestock traceability. PBBNZ provides DNA extension services including SNP testing. PBBNZ's DNA service provider currently holds 28,000 stud DNA samples in a secure manner and our clients know their intellectual property is safe and secure because they retain ownership of their samples and results. All beef DNA data is conveniently uploaded against the relevant animals in BREEDPLAN.

TAGS

PBBNZ is a retailer of tags for all species, including sheep, deer and cattle. We are the exclusive retailer of the AngusPure and Hereford Prime tags. PBBNZ can assist farmers to become NAIT compliant by 1 July 2015. They also are a retailer of the Allflex tissue sampling unit (TSU).

SIL

Providing licenced bureau sheep recording services to 92,250 animals 28% contribution to SIL registry.

EXTENSION MANAGEMENT

AgInnovation, genetic sales, Future Beef NZ, technology transfer and the NZ Beef Technology workshops are all part of the PBBnz extension portfolio. Future Beef NZ is an event PBBnz is particularly proud of. It is aimed at grooming the next generation of industry stars and aims to encourage and nurture future generations in a supportive and fun environment.

ADVOCACY

PBBnz provides a unified voice for industry good development and includes the entire PBBnz family of breeds in helping ensure the best outcomes for the beef industry and future developments.

From the Team at PBBnz, have a very Merry Christmas and a safe and happy New Year.

Regards,



Caren Bailey
GENERAL MANAGER



Simmental Cattle Breeders Society of New Zealand (Inc)

Attention: Lindy Lawrence

PO Box 503

Feilding 4740

New Zealand

PBBnz CHRISTMAS CLOSING HOURS

The PBBnz office will close at

5.00pm on Tuesday 23rd December 2014

& reopen at **8.00am on Monday 12th January 2015.**

The PBBnz team would like to wish you a very Merry Christmas & a Happy New Year.

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