

# Simmentales

Targeted News from  
The Industry Heavyweights

Issue 31 ■ April 2017

## HI EVERYONE,

It seems this summer is one of extremes - be it wet, dry, windy or cold! I hope you are all coping with the climate challenges in your part of the world. With Autumn approaching, bull selling season is almost upon us. Here is what is happening for Simmental NZ at the moment...

**TRU-TEST  
BEEF EXPO  
UPDATE  
12<sup>TH</sup>-16<sup>TH</sup> MAY 2017  
MANFELD STADIUM FEILDING  
WWW.BEEFEXPO.CO.NZ**



Entries have closed, and we are looking forward to seeing what our breeders have on offer for sale this year. Finer details of what is happening at the event may be found at [www.beefexpo.co.nz](http://www.beefexpo.co.nz), but here is a summary of events.

Future Beef is being held over the weekend of the 13/14th May, cattle judging is on Monday 15th May, and sales are on Tuesday 16th May. Beef + Lamb NZ Genetics is planning a forum on Sunday afternoon, and there is a "Beef Bash" to be held in conjunction with Future Beef NZ on the Saturday night. The Breed Banquet is on Monday evening, this is open to all breeds and is \$60 per head. You need to pre-register for these events.

**SIMMENTAL NZ AGM  
BREED DINNER  
TUESDAY 16<sup>TH</sup> MAY 2017  
PBB BOARDROOM – 5.30PM**

This year our AGM is being held at PBB in conjunction with our Beef Expo Prize Giving. We will then move on to our breed dinner at Amayjen Restaurant, Ferguson Street, Feilding. The three course meal will cost \$60 per person and will be billed to your account.

### **BOOKINGS ARE ESSENTIAL.**

Please RSVP to Lindy

Phone 06 323 0742 or Email: [lindy@pbbnz.com](mailto:lindy@pbbnz.com).

This year Garry McCorkindale, Daniel Absolom and John Hammond are seeking re-election by rotation.

## PERFORMANCE RECORDING

After discussion about this at our recent council meeting, SNZ is looking at ways to publically acknowledge the breeders who fully performance record their cattle. At the moment, we feel the easiest and clearest way to do this is by ensuring the "traits observed" information is included in your catalogue. For those of you who use Pivot Design to produce your catalogues, they have been briefed about this development.

## BULL SALE BEST PRACTICE REMINDERS

- If you are including Beef Class information in your catalogue, you **MUST** state who did the Beef Classing and on what date.
- Secondly, in order for a bull to have its ownership transferred, a DNA sample **MUST** be provided to Simmental NZ. The sample needs to provide a DNA profile and Sire Verification.
- "Traits observed" need to be published in your catalogue.

## GENOMICS

At our recent council meeting, we spent a significant amount of time with Sharl Leibergreen from Beef + Lamb NZ Genetics talking about the role DNA is able to play in our breeding programmes and the wider beef industry. We are also due to receive a report commissioned by PBBNZ on our behalf by Dorian Garrick about where Simmental is currently placed amongst all the technological developments.

The future scope of genomics in our industry appears to be infinite, and the technological advancements required to make this happen are developing at a phenomenal rate. We are currently waiting on a "best practice" report for our breed, so we can decide how best to proceed.

In the meantime, we ask that you keep profiling your bulls used in service. You are still able to use tail hairs with hair follicles attached, although it has been recommended that moving towards wet tissue sampling would be better and much easier to manage for the farmer. Have a look at the Allflex stand at Beef Expo - last year they had a tissue sampler there, so people can see how it works. I'm sure other brands are available too.

## MARKETING AND PROMOTION

Over recent months, our council has been busy working with Tracta, a highly regarded rural marketing and advertising agency. The behind the scenes work going into this is huge, and we can't wait to get this rolling out in the near future. Watch this space!

# BEEF + LAMB NZ GENETICS BEEF PROGENY TEST

This project is proving to be great a success. Results so far are definitely validating EBV's. Also it is exciting to see that Simmental is performing extremely well in this project. The 200 Day results were impressive, and the 400 Day even better. The first cohort is due to be processed before this winter, so we are excited to see the carcass results.

We are always looking for bulls to be included in this project. Basically, the bull needs to be fully performance recorded, and the scanning data must include IMF. If you have a bull that may be suitable, please contact Daniel Absolom. Now is a good time to organise collection of semen.



## MERIAL ANCARE SPONSORSHIP

As a part of our annual sponsorship package from Merial Ancare we have the following drench available for purchase. We are offering this at 20% less RRP, freight free. The drench on offer is:

- 1 x 1 litre Matrix 3-way combination RRP \$80 SNZ price \$64
- 1 x 5 litre Matrix 3-way combination RRP \$233 SNZ price \$186.40

Please contact John Hammond to arrange (06 385 8040 or 0274 314 992) purchase of these products.

## SIMMENTAL COUNCILLOR CONTACTS:

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## A&P JUDGES

Simmental NZ is always looking for people willing to judge cattle at A&P Shows right through to Royal level. John Hammond has kindly taken on the role of coordinating judges for Simmental NZ. The RAS does have a list of "approved judges" and we would like to increase Simmental's representation on this list. So, if you are interested in upskilling in this area, please contact John on 06 385 8040 or 0274 314 992 to register your interest. He will then be able to inform you of any upcoming RAS workshops. Many of these events are across all breeds, so apart from the personal benefits; they are a great opportunity to network within the beef industry.

## STEAK OF ORIGIN

Entries for Steak of Origin competition are now open. Entry forms are available from the B+LNZ website [beeflambnz.co.nz](http://beeflambnz.co.nz) under Competitions. Entries close **Friday 14th April** Processing **Monday 27th March – Friday 26th May** Semi Finalists announced **Wednesday 5th July** Judging in Auckland **Wednesday 12th July** Awards Dinner in Auckland **Thursday 20th July**

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