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## THE PRESIDENT...

As these difficult times for all those connected with farming drag on, it is easy to become despondent and take the easy option of doing nothing about it because it appears that nothing constructive can be achieved, and the upturn that will someday occur is only to be awaited with patience and hope.

That is the easy option, but these times are also an ideal time to re-assess where we are going and how we can improve our productive systems not only to be much better placed when trading conditions improve, but also to take greater advantage of those conditions that currently exist. This is however, very difficult to accomplish alone, and is where belonging to a group is a decided advantage.

Your Simmental Council has over the last few months spent time and resources in completing a thorough strategic planning programme with professional assistance. As a group we have come to some very definite conclusions as to where we as a society should be aiming, and how we should get there.

Several interconnected problems had to be considered.

- As the years of beef depression continue, breeding cow numbers decrease leading to;
- Nationally, bulls becoming more difficult to sell even at lower prices. It seems that in certain areas we as Simmental breeders are not achieving that proportion of the market that we did a few years ago. Therefore;
- Prelisted dams, from which we draw the majority of our operating revenue, are diminishing in numbers, from a total of about 8,500 two years ago to 6,500 this last year and probably less in the near future.



And so it became clear that while we must address the immediate problem of revenue for the Society, it was more important for members to sell more bulls, but of greatest importance was to work together with other bodies to increase the consumption of beef, the benefits of which will flow back via the processors, and commercial beef producers, to the breeders of quality seedstock.

Consumers want a safe and pleasurable eating experience, and while the aware processors are doing their part in this they cannot guarantee the quality of their product unless the finishers and breeders can themselves do so, and to assist them to achieve this, the supplier of their breeding bulls must also be able to give an assurance of quality.

A complete quality assurance package, which includes traceability, and of course also its corollary, accountability, is necessary from stud breeder to dining table.

Also important is the feedback of carcass data from the processing works to enable finisher and breeder, both commercial and seedstock, to ascertain what is required by them from both environmental and genetic sources to produce tasty, tender, as well as safe, beef.

The Certified Simmental scheme was a very simple and undeveloped concept along these lines. This has now been refined and expanded enormously during our strategic planning exercise.

As this magazine goes to press, your Council is very close to implementing a total QA system to cover seedstock to processor beef production. We believe that it will play a worthwhile part in helping to lift our beef production out of the commodity market and into the premium, quality market, to which I referred in last year's magazine. Indeed, to access certain markets will almost surely require some traceback facility in the not too distant future.

Now we as a Society are moving into a time of considerable change, to enable our members to increase their share of a market which we believe can itself be improved in the long term by the use of quality assurance, allied with quality based payments. What is good for the beef industry of New Zealand is most certainly good for the breeders of Simmental cattle.

**John Scott**  
**President**  
**Simmental Council**

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# Simmental Council

# Editorial



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Over the past twelve months Simmental NZ celebrated it's 25th anniversary, invested in a formal strategic planning programme, witnessed another great season of Simmental weaner returns and championed the need for a nationally recognised QA and traceability scheme for the NZ Beef Industry. It has indeed been a year of forward momentum.

Simmental NZ's strategic direction has been crystallised on the basis that for far too long our industry has functioned at subsistence level, influenced by the lowest common denominator with procurement driven premiums that mask the real returns to our commercial cattle producers. It is well overdue that we as producers take the initiative and bring about change; we no longer have the luxury of waiting for a more financially conducive period in which to enforce change.

The NZ Beef Industry is the last bastion of the agricultural sector to fully remunerate commercial cattlemen on the production of a quality product. In the absence of a nationally recognised traceback and quality assurance scheme and a processing industry that is not universally equipped to identify quality, this industry is precariously placed. The Beef industry needs a traceback and quality assurance methodology in place now, if we are to successfully meet the ever increasing demands of our consumers who are seeking a 100% enjoyable and safe eating experience. Besides, how long will it be before our overseas markets impose traceability sanctions on our beef production? Furthermore, do processors run the risk of losing their QA accreditation through not sourcing their product from commercial producer participants of a QA system?

For the above reasons, Simmental NZ has just formed a strategic alliance with the NZ Beef Improvement Group, through the signing of a technology agreement. The NZ Beef Improvement Group with its information systems encompassing traceability and developing quality assurance methodology for commercial growers and finishers, aligns its self with the

strategic thrust of Simmental NZ. Furthermore, Simmental NZ will develop a quality assurance model for it's seed stock producers which will be the blueprint for the NZ Beef Industry. Combining the two QA systems will result in a structure that will suitably dovetail into the existing QA systems of processors. With every production link quality assured, this industry will have a realistic opportunity of presenting to the end consumer, a product that is reliable, consistent, safe and ensures a pleasurable eating experience.

It is evident to us all, that as an industry which is only producing 1% of the annual global beef production, we can ill afford to continue to expose ourselves to the commodity price roller coaster. The key to sustainable profitability is quality based assessment and traceability. With these mechanisms, the industry will be able to place quantifiable product into higher value niche markets that not only recognise quality but are prepared to pay for it. Even though Simmental NZ has taken this initiative, it is imperative for the survival of our beef industry that all producers irrespective of breed, embrace this process.

Rest assured, Simmental NZ will keep striving for excellence and will continue developing systems that work towards ensuring future prosperity for all producers in the industry.

I would like to take this opportunity of thanking Simmental NZ's board and Office staff for their contribution over a difficult and extremely demanding year; they are this organisation's most valuable resource.

Finally, I would like to thank all the people and organisations that have contributed to this year's magazine and for the advertising support we have received. Without either we would not have a magazine to publish.

Richard Glubb  
General Manager  
Simmental NZ

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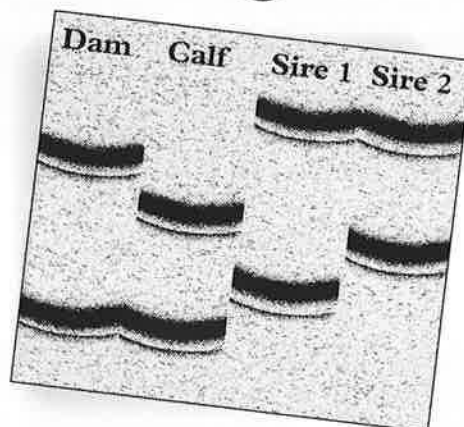
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# A Processor's Perspective

by David Goer  
Group General Manager  
AFFCO Foods Groups

***Simmental Cattle Breeders' Society general manager, Richard Glubb, feels the New Zealand beef industry has been a stop-start affair for nearly a century. He asked AFFCO Foods group general manager, David Geor, what his company is doing to ensure a more positive future for which our people can make positive business plans....***



David Goer, Group General Manager, AFFCO Foods Groups

The New Zealand meat industry must stabilise before it has any future at all and I believe this is the year in which a viable, long term structure will emerge.

All parties have finally realised that farming and company strength will come only by being the best at what we do and not by any kind of artificial or makeshift rationalisation such as we had with the demise of Fortex and Weddel.

There is realisation also that traditional stock catchment areas no longer apply. The North Island is now virtually one catchment for both sheepmeats and beef.

Also operating as one are the northern half of the South island and southern half of the South Island.

This has come about because:-

- Changes to legislation and labour contracts allowed flexible working shifts thus maximising use of capital which delivered enormous savings. Suddenly the small single and two plant companies have lost their cost advantage.
- Better truck and trailer design allows transport of stock much more comfortably, safely and speedily than in the past.
- Farmers have finally accepted that stock handled correctly, and properly rested before trucking, gets to slaughter with less bruising and

stress. It's handling and stock preparation that produces good pH, not the distance travelled.

Given that we have more efficient procurement and processing, what is going to underpin farming and company profits over the next five years?

A more stable industry on the ground at home will immediately lead to more stability in our earnings.

But the real future is in the marketplace and in our ability to give our customers what they want. In beef and in sheepmeats.

Let's look at beef.

A member of the AFFCO US marketing team, Jill Smith, an American national with 10 years' meat industry experience, summed up AFFCO's American position pretty well in a recent paper :-

"New Zealand product has typically been used as a source of lean material to upgrade fatty trim that's produced in the US. It's relatively recently that AFFCO's gone beyond that business to develop other avenues for getting closer to the end user....to go beyond the commodity approach.

"New Zealand has had too many little packers (small industry players) scattered around that simply can't afford to take their own marketing initiatives and risks. They found themselves in a desert - they have to

work hard just to put together a load of bull meat or cow trim for the commodity trade, let alone pull out all the pieces and parts to make up special loads to sell separately. They just don't have the volumes to reach past commodity trading.

"AFFCO has made the decision to make new products that fit in with what Americans want - other than the traditional commodity stuff. The company has changed the way it does business....we have a face that appears at the customer's door now, and a company that's willing to tweak the meats to what the customer needs in the end. We are changing attitudes and the way we do things. It costs money, takes time, patience and expertise and now we have new projects going all the time while we are getting on with normal business.

"AFFCO has a beef and sheepmeats marketing team on the ground in the US....it is developing a partnership that stretches from our plants through to a widening and more discerning customer base.

"We want farmers in that partnership, producing what these customers want, and sharing in the ultimate benefits."

That partnership - between farmers and the customer - is something AFFCO has been nurturing for some

## A Processor's Perspective Contd.

time. It was boosted in sheep meats and beef from the early nineties.

Farmers have become very much part of the lamb quality supply loop we have with customers like Marks & Spencers, Sainsbury's, Waitrose. We are now well down the road to quality assured product, farm to plate. There are rewards, of course, in supplying these customers with lambs for their early season fresh trade. As we move on, farm quality assurance and auditable traceback will be the cornerstone of our relationship with these customers. Without QA and traceback we simply won't retain the business.

AFFCO's increasing commitment to beef quality improvement was given its biggest boost with the building of the new Manawatu Beef Packers and AFFCO Foods' Moerewa plant in the early 1990s, and the introduction cutting edge of stock management (carcase evaluation) reporting systems. This system identifies suppliers of

quality carcasses and it automatically provides producers with carcase tag number, breed, grade, live weight, paid weight, weight ratio, fat depth and colour, meat colour, pH level, marbling and health status. This data will ultimately be available through all plants, with Wairoa on line this year.

The benefits of this feedback to breeders, finishers, the processor and the customer don't need to be spelled out to Simmental breeders who have their own excellent ID system which is right on line with the AFFCO Stock Management Reporting System.

A further move in building the producer/customer relationship was publication last year of the 'AFFCO Guide to Farm Accreditation and Quality Livestock Supply'. This practical document spells out the essential requirements producers must follow to meet customer expectations as well as food safety and quality standards. It also deals with

animal welfare issues as well as matters of law and regulation. It could well become the 'bible' of quality stock presentation for both beef and sheepmeats. Call that a blatant commercial plug if you like, but it is the first time such a document has been produced in the New Zealand meat industry to spell out farmer obligations to their animals and to their customers. It is not rocket science, perhaps, but farmers and all service industries must come to grips with the fact that it's not a matter of getting more for quality assured product....it's a matter of having only dump markets if we produce non-quality assured product. Today's consumers worldwide are asking ..."Is this product true to label, and is it safe to feed to my children?"

If those kinds of questions are not transparently answered, then the customer will simply buy another

**Contd. pg 10**

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## **A Processor's Perspective Contd.**

protein - there is plenty for them to choose from.

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New market opportunities are emerging as we get closer to new customers, particularly in North America which, after all, sets the world price. One such market is for animals with no more than four incisors in wear and a carcass of 230 to 295kg and a very low GR - between 2 and 5.

There are incentives by way of premiums for supply of specific animals for specific customers at specific times. Consistent payment for quality will come when lower returns can be awarded for lower quality stock.

This will not happen until we have a scientifically proven system for measurement of quality, for you can't penalise someone unless you have proof that the quality does not measure up. Our Stock Management Reporting System is delivering the correct facts. Once it is scientifically accepted, and operating in all plants, it is our company's objective to move straight to a quality based payment system.

Looking at the markets and the immediate and medium outlook, I have already stated a more stable industry will bring more stable earnings. Megaprofits are not going to be made, but the markets have finished their downward dive and the fortunes of beef are positive, certainly from mid-year.

In the US, feedlot cattle continue to be slaughtered and it's the females, cows and heifers, which have been getting the chop. It is going to take the US, starting from now, three years before they can rebuild a herd of breeding age heifers.

The US is still exporting, with less than 10 per cent of their normal exports being held back for local trade use. Their

dairy cows and other lean beef input have been slaughtered so the immediate demand for New Zealand and Australian lean is going to increase to mid-year.

We have seen our price come from the low US70 cents per lb to the mid 80s. By the end of calendar 1998 we should be sitting around US 90 cents for cow and US100 cents per lb for bull. That is sustainable for New Zealand.

Our Asian trade much depends on whether Hong Kong and China devalue over the next couple of months. If they do that, there will be further uncertainty through the region. Our Asian business is down nearly 50 per cent, but there are positives.

Cheap travel deals have fed an influx of foreign visitors to Asia and, with them, a demand for food service cuts. The HRI trade has switched to the lower cost grassfed cuts and this is expected to lead to long term business for our products.

We have developed significant sales into Eastern Europe and this business, together with more sales to Middle Eastern countries, has given us a much more balanced market portfolio.

Total New Zealand beef exports for the 1996-97 season was 292,300 tonnes, with 4.6 per cent of that being fresh, chilled product. AFFCO sends more than eight per cent of its product away in chilled form - we exported nearly 60 per cent of the industry's total chilled sales. Fifty per cent of AFFCO's beef output went to USA last season, with 34 per cent to Asia, and the rest to Eastern Europe, Middle East and niche markets.

So we have the spread we need in the marketplace, together with a very good start into the research and development so essential to achieve added value and returns.

It remains to achieve the stability here at home to create the environment for solid profitability.

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# Simmental in the Public Eye

by Kathryn Godsiff

To most farmers managing 1000 ha of grass with 1500 cattle and 7500 sheep is just part of the territory. But what if that territory encompasses 16 different properties, each with its own infrastructure of staff and buildings? What if they were spread over a geographical area larger than Auckland? And what if Auckland were right in the middle of all those properties? Faced with this many of us would be scrambling into the gumboots and out the back door! What has just been described are the Auckland Regional Council farm parks. These farms originated from the need to keep areas of the regional parks in pasture. Many of the parks had been previously managed as farms and were then developed for recreational use. The need to preserve the heritage of farming is also seen as very important. As well, income generated by the farming operations covers direct farm expenses and also serves to offset the parks rate take from the public. Principal Ranger Trevor Wadams is challenged with the job of supervising the whole farming operation. He sees the farm parks as essentially one big farm; 1000 ha of grass amongst 35,000 ha of parkland. The majority of properties are coastal, each with its own unique microclimate.

Of the 16 properties, 11 run cattle. The seven breeding operations are located at Tawharanui, Shakespear, Anawhata, Duder, Ambury, Tapakanga, and Hunua. The six most suited to finishing stock are Shakespear, Pae O Te Rangi, Tapapakanga, Whakatiwai, Awhitu, and Hamlins Hill. The latter is an interesting place, 40 ha of grass surrounded by the southern motorway, the Great South Rd and Sylvia Park Rd. The cattle graze peacefully while all around them is the grind of industrial Auckland. The potential for transferring stock between the parks is horrendous, so much of Trevor's job is organisation. He also is responsible for designing the mating programs and selecting the bulls. Prior to his arrival in 1987, most of the breeding emphasis was on bull selection. Trevor began to monitor and identify the top cows, locating the elite cows at Tawharanui and sticking with Hereford genetics there. This formed a solid base of 150 cows to generate replacement heifers. The 200 remaining cows became available for the Simmental crossbreeding program which began in 1993. These cows are located at several other parks. Both the



*Both these Simm-cross cattle and the Southern Motorway are nearly finished.*

Hereford and Simmental bulls are mainly sourced from the Waikato and Northland regions. The main EBV criteria for the Simmentals is 600 dwt. One of the most pleasing aspects of the Hereford breeding program has been the increase in yearling mating weights from 285 kg in the first year to the present 330 kg. After much trial and error it appears that Jersey bulls are giving the least trouble with the first calvers. Yearling mating takes place at Shakespear with the in-calf heifers returning to Tawharanui for calving. Parks staff undertake a range of duties including recreational and conservation management, and asset maintenance as well as farming. New development is done by local contractors.

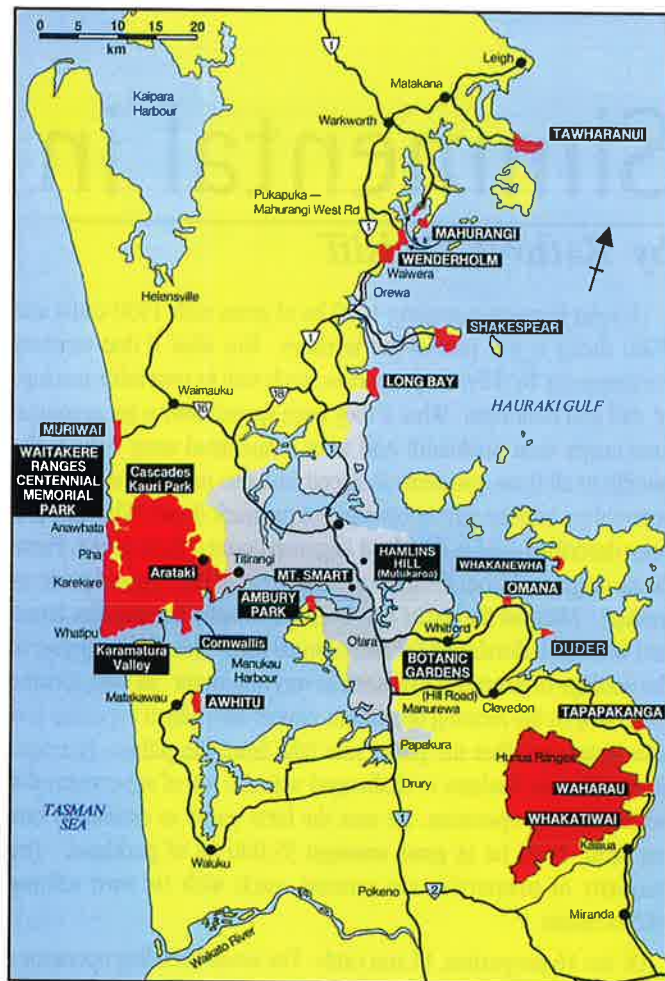
Numerous community groups such as Forest and Bird, Park Volunteers, Task Force Green, Conservation Corps and PD workers enjoy working on Regional Parks. There is also a firm commitment to students studying Parks and Recreation who wish to do their practical work on the parks. Dealing with the public is one aspect of farming which makes many farmers very nervous. At the ARC farm parks this is just part of life. There have never been any instances of an animal being culled because of a complaint from the public. The parks staff are extremely aware of public perception and so have an ongoing commitment to preventive animal health. And to the credit of visitors to the parks, there is little need for signage requesting respect for the animals. One park which takes a hands-on approach to its visitors is Ambury, 132 ha on the edge of Mangere. Originally intended as a green belt between Auckland and its sewage ponds, it is now an educational farm for thousands of Auckland school children. Robin Schwass has been the ranger there for 19 years and has seen his role gradually change from practical farmer to practical educator. Four years ago the ARC defined the boundaries of Ambury Park from Watercare Services and commenced the development of the educational facility it now is. A teacher coordinates the schools wishing to visit the park and a program is especially designed. All visiting schools need to have this visit as part of their technology syllabus - gone are the farm trips where cute little lambs were oohed over and



*The "classroom" at Ambury Regional Park.*

therefore the kids had “seen the country”. These days the school children are milking a cow, building temporary sheep yards and erecting electric fences.

### *Locations of Auckland Regional Council Parks*



# RUAVIEW SIMMENTALS

## B R E E D I N G



SIRE: G.A. YUKON

**RUAVIEW PRINCE**

DAM: RUAVIEW PENNY

PHOTO AT 14 MONTHS



SIRE: GLEN ANTHONY SGT PEPPER

**RUAVIEW PRINCESS**

HALF SISTER TO PENNY



SIRE: MUNGA PARK FREDERIC

**RUAVIEW PENNY**

CALF SIRE: G.A. SGT PEPPER

**John & Helen Hammond, Raetihi Road, Ohakune. Tel (06) 385 8040**  
**Enquiries always welcome**



# Waikato & Districts Simmental Club

## 18th ANNUAL BULL SALE

Thursday 2nd July 1998, at 12 noon.

FRANKTON SALEYARDS • HAMILTON

APPROXIMATELY 45  
BULLS WILL BE  
OFFERED FOR SALE

All Bulls will have been selected and  
approved by the official selectors  
of the Waikato and Districts  
Simmental Club.

*With entries selected from a large number of bulls, this long established, multi-vendor sale has become recognised as one of the leading Simmental sales in the country - both for commercail and stud buyers.*

*Stud bulls have been sold to leading herds in any parts of the country, and commercial buyers consider this to be the benchmark sale of the northern half of the North Island.*

For further information and catalogues contact:

**Darryl Turton**  
607 Cambridge Road, RD 3  
Hamilton

Phone (07) 871 8016 (day)  
(07) 856 4713 (evening)  
Fax (07) 871 8089

or

**Marj Strathern**  
88 Bellevue Road  
RD 4, Hamilton

Phone (07) 827 5756  
Fax (07) 827 5756

# THE STRATEGY...*Progress into the New Millennium*

SIMMENTAL NZ HAS RECENTLY COMPLETED A FORMAL STRATEGIC PLANNING PROGRAMME WITH THE OBJECTIVE OF RAISING THE LEVEL AT WHICH THIS ORGANISATION NEEDS TO OPERATE WITHIN THE NZ BEEF INDUSTRY AND TO SUCCESSFULLY ADVANCE INTO THE NEXT MILLENNIUM.

## **Introduction:**

From our formal strategic planning programme, our Simmental NZ board identified an important requirement for a 'quality assurance' system with a traceability enhancement.

For far too long our industry has subsisted on a procurement driven philosophy, which only satisfies a commodity trade and falls short of providing a sustainable income for our commercial beef producers.

Currently, we produce 1% of the global beef production, of which 60% of our export beef by volume and 50% by value (Source: NZ Meat and Wool Board Economic Service; 1996-97) is traded with North America; hardly a high value market.

New Zealand does not have the volume provided by large export volumes to greatly influence prices in the overseas beef markets. Therefore, our marketed beef needs to be further differentiated and meet the specific consumer demands. Such strategies can only be accomplished by meeting or exceeding required food safety and meat quality assurance supported by continued technological change.

It is well recognised that our industry is lacking direction and a sense of purpose. Our industry has operated at subsistence level, influenced by the lowest common denominator, for far too long. The Beef Industry requires a trace back and quality assurance methodology in place now, if we are to successfully meet the ever increasing demands of our consumers who are seeking a 100% enjoyable and safe eating experience.

## **Simmental NZ's strategic objectives:**

### **i: What does Simmental NZ want from the plan?**

As a result of our Strategic Planning programme, Simmental NZ has identified that it is imperative for our industry's longevity that quality assurance and traceability mechanisms are implemented now. It is equally important to also appreciate that what is required now, is not a consultative phase but a delivery phase.

From our Strategic planning programme, Simmental NZ is determined to put in place a workable framework that through the utilisation of information systems will not only quantify your product but will lead to sustainable incomes for all players in the NZ Beef Industry.

Until we as producers quantify our product, we will all be at the mercy of procurement driven returns which mask the real returns to commercial cattlemen.

Our consumers are becoming very market specific in terms of the products that they are demanding. Particular emphasis is now being placed on food safety and guarantees of eating quality.

### **ii: What mechanisms need to be put in place?**

Part of Simmental NZ's strategic direction will be in the area of developing a QA programme for Simmental stud breeders, commercial growers and finishers whose cattle are infused with Simmental genetics.

As this magazine goes to print, Simmental NZ has formed a strategic alliance with the NZ Beef Improvement Group. The reasons behind this move are simply that the NZ BIG information systems will provide for an auditable trace back and quality assurance system for commercial Simmental infused cattle and which will be able to meet the current and future needs of the market with a quantifiable product.

Simmental NZ's aim is to establish a quality assurance system for our Simmental seedstock producers coupled with the developing QA system of BIG's for commercial growers and finishers, which together, is likely to be the blueprint for the industry. It is in our industry's best interests to help facilitate this system to breeders and commercial users of all breeds.

### **iii: Who will benefit from this plan?**

Our aim is that all commercial Simmental bull buyers and finishers will gain from this initiative. Already, Simmental NZ is developing a commercial bull buyer's package of services. The first step will be to target all of our commercial bull buyers and ask them what they expect from a Simmental bull breeder.

Secondly, your customers, the commercial finisher should have an increase in confidence to purchase your weaners with the full knowledge that those weaners are part of a QA system that is aimed at progressing towards a quality assured and safe food product for consumers.

This system will ensure that every link in the conception to consumption chain is quality assured and monitored with a traceability mechanism.

**iv: What does quality assurance mean?**

To the commercial bull buyer it will mean purchasing a Simmental bull from an 'approved' breeder, who has had to meet the most stringent quality standards, including performance recording and documented reports on animal health, farm and stock management practices.

You will also be buying into a system and back up service that will be working in your best interests, your customers and eventually the consumer.

You as an existing or future commercial client of one of our seed stock producers are an integral link in the production chain.

**v: What does traceability mean?**

The track back mechanism which Simmental NZ will employ from the 1998 calf drop will be the Simbeef QA eartag, which is an expansion of our current certified eartag scheme with the additional enhancement of 'quality assurance' methodology.

**Summary:**

**SIMMENTAL NZ WILL CONTINUE TO LOBBY FOR A NATIONALLY RECOGNISED QA AND TRACEABILITY SYSTEM FOR THE NZ BEEF INDUSTRY.**

**THE REALITY IS THAT ALL LINKS IN THE BEEF PRODUCTION REGIME, NEED TO SUPPORT THIS QUALITY ASSURANCE SYSTEM NOW, OTHERWISE OUR MARKETING BEEF PRODUCT WILL CONTINUE TO BE TRADED AS A COMMODITY AND BE SUBJECTED TO THE EXISTING ROLLER COASTER RIDE OF FINANCIAL RETURNS.**

**FOR FURTHER INFORMATION REGARDING THIS QA AND TRACEABILITY SYSTEM PLEASE CONTACT SIMMENTAL NZ.**

# Misty Moor Simmentals

## Early Maturity Performance Recorded

*We have several good Stud Bulls for sale this year.*

### MISTY MOOR FERDON

LS Lopez  
Sire Coopental Terrific  
Blythe Greta  
Ohu Useful  
Dam Singing Hills Yamae Trait leader 1995  
Singing Hills Wash

#### EBVs

Birth Wt	200 Wt	400Wt	600 Wt	200Milk
+2.0	+18	+43	+43	+16
77%	74%	70%	73%	60%

Carcase scan EMA sq.cm +3.2 ribfat +0.2 Rump-FA +0.5

### MISTY MOOR FOX

Wai-iti Loch Ness  
Sire Victoria Bagnolet  
Wai-iti Blinky 8  
Emerald Dale Tasman  
Dam Misty Moor Bonny Girl  
Misty Moor Olivia

#### EBVs

Birth Wt	200 Wt	400Wt	600 Wt	200Milk
+1.4	+21	+34	+41	+4
72%	68%	63%	63%	40%

Carcase scan EMA sq.cm +0.5 ribfat +0.2 Rump-FA +0.2

## 4th Annual Misty Moor Simmental Bull Sale • Te Kuiti Saleyards

**Thursday 4th June 1998 • Commencing 1pm**

**21 Top Rising 2 Year Old Bulls for Sale this year • Ph (07) 877 6817 for Catalogue**

**Bill & Helen Woolston, Patoto Road, Mokauti, RD 3, Te Kuiti. Ph (07) 877 6817**

# your future is this tag



HERD NUMBER

ANIMAL I.D.

new 1998 calf drop tag

- *quality assurance systems are being developed*
- *traceability from 'pasture to plate'*

## **SIMMENTALNZ**

& THE NZ BEEF IMPROVEMENT GROUP

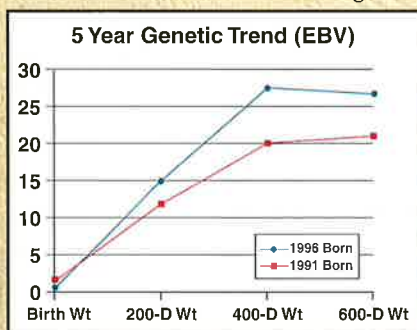
*working together for your future prosperity*

INTERESTED IN MORE INFORMATION - PLEASE CALL SIMMENTAL NZ  
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### 2 YEAR BULL SALE 22 JUNE 1998

35 Simmentals, 25 Red Angus, 40 Stabilizer & Rangemaker Composites  
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### NATIONAL BULL SALE 16 JUNE 1998

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JEREMY ABSOLOM  
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Please send ( ) Rissington 2 Year Bull Sale Catalogue ( ) Private Treaty Yearling Bull catalogue - September  
Please send ( ) Simmental Female Private Treaty List ( ) Please contact me to discuss my breeding program

Name ..... Phone ..... Fax .....

Address .....



# 1997 ROYAL SHOW CHRISTCHURCH.

I was delighted to accept the invitation from the Canterbury Agricultural and Pastoral Association to judge the Simmental and Junior Herdsman's classes at the 1997 Royal Show – held for the first time at the new and very attractive venue, Canterbury Agricultural Park. Regrettably my visit to the South Island was brief but it was wonderful to return to New Zealand and experience once again the warm hospitality extended by Simmental members and in addition to have the honour of judging an outstanding display of cattle during your 25th year celebrations. The weather on judging day was very unfavourable and the exhibitors are to be commended for their resilience and

high standard of presentation. Despite the heat, strong winds squalls and dust a large crowd of onlookers supported the breed from start to finish – entertained by a great line up of cattle and also, one suspects, by the spectacle of those standing inside the ring being blown from one end of the other.

The assistance of associate judge and councillor, Allan Godsiff, was very much appreciated and I really enjoyed conferring with him.

Breedplan figures on the exhibits were made available to us and whilst accuracy figures were, in general, low it was good to have them as an additional guide to performance. I understand this was the first time

data had been provided to judges at a Royal Show and I commend the Agricultural Society and New Zealand Simmental council for their initiative in this regard.

Breedplan data is a valuable tool in the selection of superior genetics – it will never replace visual appraisal in the elimination of undesirable structural faults of characteristics, but it does provide a sound basis for improved performance. Obviously accuracy percentages need to be in the medium range, at least to be of real value.

Whilst entries were relatively low in number, in the senior classes in particular, quality was far from that and in general exhibits reflected the requirements of the commercial industry and the successful direction

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*Christchurch Royal Show  
Simmental Exhibitors featuring in  
the informal beef parade*



# TOKAWEKA SIMMENTALS

HERD No. 79



Tokaweka Xquisite



Tokaweka Barcelona

Two trait leader dams who have contributed to our group of sale bulls for 1998.

Our Annual Combined Sale is scheduled at Whangarei on 1st July 1998.

Enquiries to:

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South Road, Waipu  
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Ph/Fax (09) 432 0105



HERD 1620



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CORNWALL PARK TRUST BOARD  
(INC)

Cornwall Park welcomes  
the arrival of  
**TOKAWEKA FANTASY**  
F637 and friends -  
successfully purchased  
from Jim and Gwen  
Houlbrooke,  
Tokaweka Simmentals,  
March 1998.

**"BREEDING CATTLE WITH A PURPOSE"**



*Glen Anthony Stud with part of their winning team.*

followed by New Zealand breeders since the introduction of the breed – producing moderate framed, structurally sound, early maturing, market desirable cattle.

The Senior Champion Bull, Springbrook Transalpine, exhibited tremendous scale, balance and muscle expression, remaining free in his movement despite his age and considerable weight. Reserve went to Glenside Simmentals entry, Westline Emperor. Transalpine was later selected as the Grand Champion Bull and Supreme Champion Exhibit.

Senior female classes provided some really good, sound cows and from them we selected a magnificent 9 year old matron as Senior champion. Glen Anthony AX05 demonstrated all the maternal attributes of the breed and claimed the title relatively comfortably from her stablemate, Glen Anthony Elite who was awarded the reserve ribbon.

The larger Junior classes provided the greatest challenge as in several instances the top exhibits were difficult to separate and it basically came down to very small differences in structure, mobility and muscularity in the bulls and feminine traits in the heifer classes. The presentation and preparation of stock can also become an issue when decisions are close —one particular class of yearling bulls is memorable in this regard and I would expect the 3rd place exhibit to be two places higher at the National Bull Sales in 1998. He had obviously undergone a considerably lesser period of preparation and was not yet exhibiting his full potential in either muscularity or scale. Twenty three young bulls were exhibited with Glen Anthony Agoi from the Junior Yearling Bull class selected as our Champion. He demonstrated tremendous style, structural correctness and in addition great muscularity, growth and development for his age. Further success followed for Glen Anthony with their senior class winner AF47, being selected as Reserve Champion.

The Junior heifer classes were particularly strong and really tested our selection criteria. Wai-iti Billow, from the younger class was in our opinion a clear winner of both her section and the Junior Championship. She expressed all the feminine traits we were looking for in addition to being beautifully balanced, stylish and correct. Reserve was awarded to Singing Hills Fifi, who was just unlucky on the day to come up against a slightly stronger opponent.

Then – we put our heads on the block when it came to the selection of Grand Champion Female! The difficulty of assessing a junior against a proven senior intensifies when confronted with two outstanding exhibits. After long deliberations we were both in agreement that we would purchase the Junior Champion ahead of the senior cow and Wai-iti Billow was nominated for the major award.

The preparation of this review of Simmental classes has enabled me to recall the cattle and having access to their details and sire lines, obtain a clearer definition in many cases of the cattle we had assessed.

Another highlight of my visit was the opportunity to judge the Junior Herdsmen's classes. New Zealand certainly has plenty of talent in the junior ranks if the enthusiastic young exhibitors who paraded in Christchurch are an example.

The task of separating them in the classes was both challenging and enjoyable and I wish the two talented Simmental Award winners, Tushla Midgley and Susan Austin every success at the South Australian Junior Heifer Expo in July.

My visit to the Royal was an enjoyable and very memorable experience and I would like to take this opportunity to thank all those involved for their kindness and hospitality.

**JAN GRAY.**

*Colin Patterson and the Supreme Simmental, Transalpine.*



# Judges Comment 1997 National Bull Sale

I felt very privileged to be asked to officiate as Judge for the Simmental breed along with all breeds at the 1997 National Bull Week. In pride of place in our home stands a small wooden shield inscribed with the logo Simmental NZ 25 year anniversary 1972-1997, presented to D.G. Goodall judge 1997 National Sale which I value greatly. That shield typified the attention to detail that to me has set the promotional and management of the N.Z. Simmental Society in a class of its own in this country. As numerically one of the largest breeds in the world and being a diverse breed of achievement in the differing beef breeding requirements of the beef industry the N.Z. Simmental breed can be extremely proud of its achievements in New Zealand in its first 25 years. Indeed in the short time from its entry to our country it joins the ranks of the big three.

To add value to the N.Z. beef industry the Simmentals main attributes are increased yield with strong maternal traits, to be

champion of the day. This is the information age and it would be foolish to the extreme if we ignored the sound performance figures in balance in a presentation at a venue of seedstock as presented at the National Sale. As mentioned the Simmental breed has done a tremendous job in building the breed to its present levels of achievement and constructively it is not easy to say I think you boys should focus on improving a particular aspect of your breed. Well I guess if I maybe bold enough to say so I would pick a highly heritable trait and that would be let us build a little more rib eye muscle into this breed! Your yield is great and rib eye is good but comparative to the yield I believe the breed could benefit from more rib eye area, but do not do it at the expense of all the great things you have already built into this breed. Do it in balance!

I have always enjoyed a great friendship with your members and it has been a joy to work with the Simmental breed. We are a small country with little chance of ever being of any great commercial influence on the worlds beef industry in the commodity stakes that the majority of our meat processors are trading in. The days of parochialism of particular breeds thankfully are coming to balance and personally I look forward to the not too distant prospects of us all moving our quality end product into the added value niche of the market place where it belongs.



*Top Sale Price of \$12,000 and Champion honours for Moneymore Cactus Jack from Enterprise Cattle Company, with handler Erin Grylls and Judge, Don Goodall.*

blended into the predominantly British breed base of our cow herds. This I believe your breed has achieved admirably and these were the factors of major focus as I assessed 1997's line up of Simmentals. The fact that the progeny of these sires would be required to be structurally sound to hack the pace in our commercial environment was always foremost in my mind. All the way through the line up there were bulls that will blend in to the industry and add value to our industry with the champion bull being a bull with tremendous yield and having a great balance of performance to match the sire of the day.

As in any match there can be but one winner, but it is well to remember there are many potential sires through the ranks that have balances of performance and actuals that could well be of just as great value to your programme requirement as the

---

*Presentation of Swiss Bell by Walter Simmen (Charge d'Affaires, Swiss Embassy) to John Scott (President, Simmental NZ)*



Long term we can only do this together.

The imaginary conflicts some people have are but a hallucination and indeed the diverse market requirements can be very complimentary from the high marbled requirements down through to extremely lean (but tender) requirements of the market.

The one pre requisite is quality.

Seedstock producers are the foundation stone of a billion dollar industry. Whose resource is it?

Congratulations on your 25th, it has been a pleasure to be with you on your anniversary of achievement.

**Don Goodall.**



*Glen Anthony Eduard & Glen Anthony Earl - 1st and 2nd in Class One of the Show judging.*



*Reserve Champion, Genside Enterprise*

## *Top Simmental fetches \$12,000 at National Sale*

This year the Simmental breed had twenty-seven catalogued entries for the National Sale, of which twenty four were presented for sale on the day, in Palmerston North held over the 16th to the 19th June.

There were several highlights of this year's sale which grossed \$116,300 and averaged \$4,845 up from the average of \$4,620 in 1996.

These highlights included the top sale price of \$12,000 for Moneymore Cactus Jack sold to Maraekowhai Station, Taumarunui, by Enterprise Cattle Company of Wakefield. This was the third time in four consecutive National Sales, that this Company had achieved the top price of the sale. Cactus Jack weighed 863 kg on sale day and was awarded the champion ribbon earlier in the day by the judge, Don Goodall. He described Cactus Jack as an awesome carcase bull, smooth right through with exceptional yield and volume.

The bull judged reserve champion in the ring, Glenside Enterprise from Trevor, Gary and Ritchie McCorkindale's stud, Waitahuna, went on to make the third top price of the day, \$6,500. He will be making his home at Richard Chambers' Mokoepka stud, Hastings.

Another notable highlight was from the Glen Anthony stud, Waipukurau, which entered four bulls this year. All four bulls featured in the line up of six to decide the overall breed champion and reserve, Glen Anthony Earl was judged second in the first of the three classes and was described by the judge as a bull with sheer awesome performance. This bull achieved the second highest price of the day with John and Lorraine McNaughten's Westline Emperor of \$7,000.

Overall, the entire Simmental line up were an impressive sight and bidding was strong from stud and commercial buyers.

# SIMMENTAL SALES CALENDAR 1998

## North Island

### May

Thursday, 28th

Combined Gisborne Exotic Sale

Matawhero

### June

Thursday, 4th

W J & H A Woolston "Misty Moor" Simmental Bull Sale

Te Kuiti

Thursday, 4th

H D McIntyre "Brocade" Sale 11th Simmental Annual Bull Sale

Apiti

Friday, 5th

P. Cowley "Rockvale" 7th Annual Bull Sale

New Plymouth

Tuesday, 9th

'Puketawa' Simmental Sale

Cambridge

Wednesday, 10th

G & A Thompson, "Glen Anthony" Annual Bull Sale

Waipukurau

Thursday, 11th

Ailsa Farms, 14th Annual Simmental Bull Sale

Ohingaiti

Friday, 12th

P & S McWilliam "Wai-iti" Simmental Bull Sale

Gladstone

Monday, 22nd

"Rissington" Cattle Company Annual Simmental Bull Sale

Rissington

Friday, 26th

"Nuweland" Simmentals - Bull & Female Sale

Kerikeri

### July

Wednesday, 1st

J R Houlbrooke "Tokaweka" Mrs L Sloane "Terrilynne" & W J Mackey "Cariboo" 6th Annual Combined Simmental Bull Sale

Whangarei

Thursday, 2nd

Waikato & Districts Simmental Breeders 18th Annual Bull Sale

Frankton

Friday, 3rd

"Springhill" 5th Annual Simmental Bull Sale

Wellsford

Friday, 10th

P J Ellis "Puriri" 6th Annual Bull Sale

Taipa

## South Island

### May

Monday, 11th

H D Paterson "Ida Valley" Simmental Bull Sale

Omakau

Monday, 11th

Central Otago Simmental Bull Sale

Omakau

Tuesday, 12th

"Triple S" Simmental Bull Sale

Castlerock

Wednesday, 13th

Southern Simmental Breeders' Annual Bull Sale

Charlton

Wednesday, 13th

Combined Owaka Bull Sale

W Burgess "Beresford" L McLay "Westview"

Owaka

Thursday, 14th

"Glenside Simmentals" Annual On-Farm Bull Sale

Waitahuna

### June

Wednesday, 10th

Central South Island Simmental Bull Sale

Temuka

Thursday, 11th

C J Patterson "Lakeside" 9th Annual Simmental Bull Sale

Lakeside

### July

Friday, 10th

Enterprise Cattle Company 12th Annual Simmental Bull Sale

Wakefield

# BREEDPLAN – Latest developments and carcass traits

Brian Sundstrom, Breedplan Technical Specialist, Armidale, Australia.

BREEDPLAN, the National Beef Recording Scheme, for Australia and New Zealand, continues to expand both in participation and traits measured. Most of the major bull breeders are enrolled. Bull buyers are increasingly using the figures in their buying, but further education is needed.

Although Australia and New Zealand provide the biggest share of BREEDPLAN throughput, other international business is considerable. US Shorthorn, Salers and Braunvieh and Canadian Angus, also use the BREEDPLAN system. Murray Grey combine Australia, New Zealand, US and UK records in their analysis. There are herds in Argentina, the Philippines and Thailand. As well as reassuring us that we have a leading world class product, this lowers the overheads, and facilitates international genetic trading. Hopefully it will gradually help to reverse the flow of imports from the US.

On a trip to the US last year. I visited a stud who had used some NZ semen. I was able to show them the bull's BREEDPLAN figures, which turned out to be relatively high birth and moderate growth – as they had belatedly found out! Armed with the knowledge that we actually had a genetic evaluation, and how to read Breedplan EBV's that breeder was determined to arrange a better import. Indeed I did observe significant interest in importing Australian or NZ genetics, if the figures were right.

Now to some recent developments in BREEDPLAN

## AUSTRALASIAN ANALYSIS

These have now been conducted for a few years, by several breeds including Simmental. One can envisage the benefits of one day combining Australia, New Zealand, Argentina, South Africa and perhaps some North American Simmental data. While New Zealand cattle breeders are competing with rival studs and breeds in these countries, the real enemy is other

meats and convenience foods. We will more rapidly improve our product if we can easily search and use a big gene pool.

Before setting up the combined Australasian data base for BREEDPLAN, geneticists from both countries checked if there was reranking of sires when used in the other country. Fortunately there was very little reranking with over 90% correlation between Sires used in both countries. This gives support to such evaluations, but is continually being monitored however.

## CARCASS TRAITS

Carcass EBV's for fat, eye muscle area and more recently yield%, have been available for New Zealand BREEDPLAN herds since 1993. These are developed from scanning live cattle

Despite the cost of \$6.10 per head, this has proven very popular, but mainly with the Angus and Hereford. Along with Shorthorn and Murray Grey, these are also the main breeds scanning in Australia. A few Simmental and other Continental European herds in both countries, have recently started scanning.

The Simmental Sire Summary now has a good sprinkling of carcass EBV's developed from this scanning and particularly the pedigree links. While this is a good start, accuracies are quite low. More herds need to contribute scan or abattoir data to improve this.

As an example of how to use these EBV's, let's look at the following bulls:

	400d wgt	EMA	Rib	Rump
LFE ULTRA FOX 212X	+32kg	+1.3CM <sup>2</sup>	-0.2MM	-0.3MM
COOPENTAL TERRIFIC	+43	+3.8	+0.1	0.0
KILBRIDE FARM NEVADA	+23	+3.3	+0.7	+2.0
BREED AVERAGE	+15	0	0	0

These are all relatively high growth bulls. Ultra Fox has the lower muscling and negative fat. The Kilbride Bull has a big eye muscle EBV for his weight and is positive fat, he would be expected to breed the most muscular, early finishing cattle, but they would be lighter than yearlings by the other sires. The Coopental bull, from his EBV's would be expected to produce heavy, well muscled yearlings average to slightly leaner finish (average fat EBV's and high growth)

So, it of course depends on the cows to be used and target market.

The Animal Genetics and Breeding Unit (AGBU), the R & D group in Armidale which develops BREEDPLAN software, is researching scanning for marbling. This scanning data will be used for EBV's as soon as the technology is commercially available, probably in 1998. One New Zealand scanning contractor has already been provisionally accredited for marbling scanning along with several Australians and another test will be this May. It is important to note that marbling scanning is not expected to be useful on lean pasture reared bulls. Bulls need at least 5mm of surface fat. Heifers are expected to be more useful in providing information on their sires. In the interim, the first Australian marbling EBV's from abattoir carcass data, were released late 1997. These were from progeny test groups of steers from the Co-operative Research Centre for Beef Quality (Beef CRC) – also based in Armidale.

Contd. pg 28

# Maungaraki Cattle Company

High Performance • Predictable Genetics • Finest Quality

20 Simmental Bulls

15 Gelbvieh Bulls

FRIDAY  
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# Pouriwai Simmentals

**TB ACCREDITED**



## POURIWAI FREDERICK

Sire: Rissington Barnaby Dam: Pouriwai AC 378(ET)

### FOR SALE AT NATIONAL BULL SALE

#### Interim EBV's

Gest.	BW	200 Wt	400 Wt	600 Wt	200 Milk	Scrot.
+0.6	+1.7	+26	+43	+51	+11	+0.7
62%	63%	67%	64%	62%	41%	50%

## POURIWAI AF250

Sire: Rissington Barnaby Dam: Pouriwai BA140

### FOR SALE AT GISBORNE COMBINED EXOTIC BULL SALE

at Matawhero Saleyards on Thurs 28th May

#### Interim EBV's

Gest.	BW	200 Wt	400 Wt	600 Wt	200 Milk	Scrot.
+0.6	+1.3	+20	+39	+40	+9	+0.9
55%	77%	72%	68%	67%	42%	51%



## POURIWAI AF261 (Polled)

Sire: Pouriwai AC520 Dam: Pouriwai AD540  
(Polled) (Polled)

### FOR SALE AT GISBORNE COMBINED EXOTIC BULL SALE

at Matawhero Saleyards on Thurs 28th May

#### Interim EBV's

Gest.	BW	200 Wt	400 Wt	600 Wt	200 Milk	Scrot.
-2.5	+0.6	+23	+47	+49	+7	+1.9
48%	75%	69%	63%	63%	34%	36%



## **POURIWAI AF201 (Polled)**

*(has been used in service)*

Sire: Rissington Barnaby Dam: Pouriwai A2014 (Polled)

### **FOR SALE AT GISBORNE COMBINED EXOTIC BULL SALE**

**at Matawhero Saleyards on Thurs 28th May**

#### **Interim EBV's**

Gest.	BW	200 Wt	400 Wt	600 Wt	200 Milk	Scrot.
-1.9	+0.9	+22	+40	+35	+6	+1.6
55%	74%	70%	67%	66%	44%	52%



## **POURIWAI AF266**

*(has been used in service)*

Sire: Rissington Barnaby Dam: Pouriwai AA175

### **FOR SALE AT GISBORNE COMBINED EXOTIC BULL SALE**

**at Matawhero Saleyards on Thurs 28th May**

#### **Interim EBV's**

Gest.	BW	200 Wt	400 Wt	600 Wt	200 Milk	Scrot.
-0.6	+2.2	+26	+36	+48	+9	+0.4
55%	76%	71%	67%	67%	43%	49%



***Bulls also for Sale by Private Treaty***



# **POURIWAI SIMMENTALS**

Gerald Kemp  
Ph (06) 867 0867  
Fax (06) 867 7443  
Neville Higgins  
Ph (06) 867 0821

# — TRIPLE S SIMMENTALS —



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**Ohai Zin Zan**  
**Windyridge Commadre**  
**Moneymore Running Bear**

**Makerikeri Cantabrian**  
**East Dome Yeoman**  
**Prospect Awesome**  
**Prospect Champion**

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R.D. 2  
Te Anau  
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### **East Dome**

**Woody & Eppi Rouse**  
Five Rivers. 3 R.D.  
Lumsden  
Tel/Fax. (03) 248 7621

### **Windy Ridge**

**David & Lynne Dickie**  
Five Rivers. 3 R.D.  
Lumsden  
Tel/Fax. (03) 248 7559

## BREEDPLAN contd.

Analysis of Beef CRC slaughter data on 4,000 purebred steers, to date, is allowing gradual refinement of BREEDPLAN carcass EBVs, particularly yield%, and paving the way for marbling EBVs. It is currently being investigated if 1998 would be a good time to change the carcass EBVs to a steer endpoint possibly at constant weight. (Currently, carcass EBVs are mainly 'bull predictions' at constant age) Commercial abattoir carcass data will also be incorporated into BREEDPLAN from 1998. This will also allow some crossbred progeny data. Future carcass EBVs will probably be estimated from a mix of live scanning, abattoir data and DNA tests. Liaison between Australia and New Zealand Meat Science research groups is underway to assist improvement of the carcass EBVs.

For the Simmental breed, I feel the fat EBVs are particularly important to assist the selection of earlier finishing lines for some markets. Some herds are considering scanning for fat only, to achieve this. Scanning should be done when cattle have the most condition, probably around 18 months.

### OTHER NEW TRAITS AND SERVICES.

Mature Weight EBVs The research for this has been completed by AGBU. Australian Angus produced trial EBVs in 1997 and hope to publish these more widely in 1998. Breeders wishing to obtain these in future, should collect cow weights and condition scores at 200 day weighing.

Multibreed EBVs Liaison is continuing with AGBU, Breed

Associations, and industry and government research groups on the establishment of a database for crossbred progeny test information. This would ideally be linked to the Breed Association databases, allowing the use of all data in all analysis. Individual Associations will decide if they participate, but this has the potential to facilitate a common base for breeds as well as EBVs on crossbred cattle.

Electronic data transfer options by disc or E-mail are expanding. A Sire Search service is available via the Simmental Association, Paul Charteris, at Massey, also offers a service of this type. BREEDPLAN is on the Internet (<http://www.une.edu.au/abri/abrihome.htm>) and developing interactive functions with Breed Societies. The BREEDPLAN technotes are on this website along with ultrasound scanning accreditation updates.

### EXTENSION ACTIVITIES

Extension support in Australia continues to be delivered by a mix of State extension services, and increasingly, Breed Society technical staff. There is a part time National Technical Co-ordinator (myself).

In New Zealand, such co-ordinated support is much needed but not yet available, although individuals make significant contributions. A proposal for an industry supported position is currently with your Meat Board. This would also give New Zealand breeders a better channel to relay suggestions on improvement to meet specific requirements of your industry.



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## Beef With A Twist

Richard and Sue Macauley have stumbled onto something they think other farmers could use.

The couple farm at Russells Flat Sheffield, near Christchurch. Their experiment producing prime young beef has turned into full blown management practice.

It started when Mr Macauley did not re-mate two of his commercial Simmental cows. He decided to leave the calves on the cows to see how quickly the youngsters would grow.

The results astounded him. The steers killed out at 300kg at 15months. Usually they kill out at 350kg at two and a half years. They had put on 1kg a day from birth to weaning. The revelation came with some other interesting observations, which convinced him to embrace the concept over a bigger group of cows. He thinks it could work for others too.

"The prime animal is finished quicker without going through a second winter," says Mr Macauley. "A very high quality of young beef is produced and the animal is very contented, compared with normal steers.

This year calves from 100 cows were finished the same way. Mr Macauley is evaluating whether it is better, to have two prime animals in three years, or three weaned calves in three years. The new 18-month system involves missing half a calving cycle each year. It means the spring calvers from this year will drop back to Autumn calvers next year.

The last group of steers were killed at Phoenix recently, because Mr Macauley wanted a detailed killing sheet. All still had their milk teeth. Of the 13 who were drafted from their mothers onto the truck, nine fell into P1 and four fell into the P2 grade. They averaged 309kg carcass weight with an average pH of 5.6 and fat score of 4. The average muscling was three.

"The boning up percentage of the animal was five per cent higher at 70 per cent, so it is a leaner more meaty animal. It is low in fat and according to the killing sheets it is yielding 15kg more meat than average.

The question now is, does the quicker time to killing pay for the added cost of the feed requirements of the cow? They need more feed in recognition of a longer lactation.

"I wonder if summer calving would be a better option. When you are calving in August and September by the winter you have two big animals. With summer calving they would have a lighter calf at foot over the first winter.

*Twins with mother*

## Christchurch Butcher's Preference

Christchurch Butcher Harold Davis could handle more of Richard Macauley's succulent young beef.

Mr Davis of Ashby's Butchery at Papanui in Christchurch, has been dealing with the Sheffield farmer for three months. He takes a body a week off Mr Macauley, and two from another farmer. He prefers to deal direct with a farmer than to buy off the hook at an abattoir.

"Not many of us buy directly from the farmer now, and I'm paying more than I would be if I bought at the abattoir" he says "but I like to be able to talk about what I want from top yielding young beef".

When he first started getting Mr Macauley's animals they were too big at 300 – 330kg carcass weights. For retail he wanted the smaller steaks which he could get off 250kg carcass-weight animals

"You can't cut a Ribeye or Porterhouse in half, like Top Side or Stewing steak."

Mr Davis, who was born in England, has been butchering for 45 years. His shop is Quality Mark approved. It is a standard he says should have been in New Zealand years ago. He has not noticed much difference in customer appreciation over its first five months, but he says if customers are not happy about his product he hears about it.

He may have noticed the difference more than the people he serves. The Quality Mark means he is now getting access to better quality stock, especially lamb.

"Some of the lambs we used to get were rubbish, including a lot of overfats," he says. "We're now getting bigger, leaner lambs. Last year we were lucky to get 17kg carcasses. Now



we're getting on average between 22 and 23kg. And it is export quality.

"Beef has been on a gradual improve in quality over the last 10 years. I think the market will improve. A few years ago farmers had it too good when we were paying \$3.60/kg. I don't think \$2 to \$2.50 is a bad price for farmers."

Mr Davis says he can pay a premium for meat he buys direct from the farmer because he is paying on carcass, and he can acknowledge better percentage of meat. He believes it is important for the farmer to see their animals on the hook to help improve their judgement.

"This system may suit the once bred situation where a heifer is mating once and killed with the weaned animal. The other question is, can two calves be reared to profitable killing weights off one cow? A lot of people have got high milk producing cows, which they could mother calves on to. It would use their ability to produce milk better."

An added bonus is cow conception. Because the cows have a bigger time gap until being remated Mr Macauley is finding they have a higher conception rate and they calve in a tighter time frame.

Of the 23 cows, steers have just been weaned off this year, only one appears to be empty. The staggered calving means one bull is sufficient, and spread calving dates also spreads the kill and cashflow. Mr Macauley is marketing his product direct, cutting out the middle man.

He supplies Ashby's Butchery at Papanui, and Brigittes Espresso Bar, one of the popular upmarket cafes in Merivale, Christchurch. Both contacts have been initiated by Mr Macauley.

He has costed out the difference between supplying directly or channeling his animals through the Canterbury prime stock market. He estimates he can get roughly \$113 in the hand more for each animal with direct contact.

"I believe the sort of beef consumers demand now is a high quality young beef" he says



"The question is how are we going to get it to them. The responsibility for producing that quality beef is in Farmers' hands. Unless we do something quickly beef sales will be in a perilous state."

Mr Macauley says he has not got the scale to reap big premiums, and that is why he wants to encourage other farmers to give it a go.

"I believe young beef is the way the market has got to go in the future because we are competing against produce like chicken, which is consistent. A lot of beef is pretty variable, farmers and transport companies play their part in the quality of the meat.

"If we can get 30c/kg premium on 309kg carcass, we'll be getting another \$100 a head.

Then it becomes worthwhile. Not only that, a high yielding animal gains 15 to 20 kg extra beef, and that is worth \$60 to \$80."

## Meat Sourced by Espresso Bar

Nestled amongst the postcards from Berlin and Ali in Brigittes Espresso Bar is a snapshot of Richard Maccauley's Simmental steers.

Brigittes is one of the upbeat places to be seen in Merivale, Christchurch. The owners, David and Brigitte Kirwan, buy every bit of Mr Macauley's beef they can get their hands on. They say the milk fed, tender meat, which is raised near Sheffield, is what the customer wants.

The relationship started when Mr Macauley, who had been a customer for a number of years approached them one day with an offer to supply beef to them. They tried it, and never looked back. Almost all the fillet and ribeye cuts served is from Mr Macauley's stock.

"When Richard came to us, he had really thought it through," says David Kirwan. "He had decided where he wanted to target his contacts and he was very conscious and selective about how he was going to supply us.

"The meat was tender, and succulent. More like veal than prime beef. We get rave reviews about our beef. That is a combination of the meat and the chef. We are getting more compliments about the steak open sandwiches now than every before."

Buying direct from the customer also helps the couple make sure the meat they are getting is raised the way they like it.

"Richard comes in at least once a fortnight, so we are in contact with him regularly. When you're dealing with the grower rather than the butcher they understand the problems we may have and they have control to change that. Richard knows exactly what we want done with the beast."

*15 mth old steer feeding off mother - when slaughtered the steer still had its milk teeth.*

# SIMMENTALS MEETING QUALITY EXPECTATIONS

From the accompanying Phoenix Health Report, it is very clear as to how this line of cattle performed in meeting the carcass quality characteristics that are specified by our Asian trading partners.

As our NZ Beef Industry progressively embraces new technologies that are able to physically track a carcass through the processing system and then objectively measure that carcass in respect of the carcass quality characteristics, our Industry has a

better chance of channelling this high quality beef, irrespective of breed, away from the commodity markets and into the premium niche markets.

Our Japanese trading partners have stipulated a pH of 5.8 or less, coupled with a meat colour of 6 or less and a fat colour as white as possible. In Richard Macauley's case, the complete line of 13 steers conformed to all of the stringent requirements.

by Richard Glubb

## Phoenix Health Report

### RJ & S MACAULEY

### Individual Carcass Analysis

Kill Date: 15/01/98 Advice: 1415 Tally: 13 Stock: STEER

Tag No	CRS No	Breed	Grade	Live Wt	Paid Wt	Wt Ratio %	Fat Sc	Msl	pH	M Clr	F Clr	Wt Loss
9	75	SIMMENTAL X	P1 STEER 270.5 - 295.0	485.0	282.0	58.1	4	3	5.79	5	4	Milk Teeth
42	72	SIMMENTAL X	P1 STEER 295.5 - 320.0	524.0	301.0	57.4	4	3	5.57	4	4	Milk Teeth
40	77	SIMMENTAL X	P1 STEER 295.5 - 320.0	550.0	316.5	57.5	5	3	5.57	4	5	Milk Teeth
31	78	SIMMENTAL X	P1 STEER 295.5 - 320.0	516.0	300.5	58.2	3	3	5.72	4	4	Milk Teeth
23	80	SIMMENTAL X	P1 STEER 295.5 - 320.0	564.0	311.5	55.2	4	3	5.64	4	4	Milk Teeth
36	83	SIMMENTAL X	P1 STEER 295.5 - 320.0	538.0	308.5	57.3	5	3	5.52	4	4	Milk Teeth
41	74	CHAROLAIS X	P1 STEER 320.5 - 345.0	562.0	322.5	57.4	5	3	5.60	4	4	Milk Teeth
11	79	MIXED	P1 STEER 320.5 - 345.0	568.0	329.5	58.0	5	3	5.61	4	4	Milk Teeth
17	82	SIMMENTAL X	P1 STEER 320.5 - 345.0	558.0	332.5	59.6	5	3	5.59	4	4	Milk Teeth
19	73	SIMMENTAL X	P2 STEER 270.5 - 295.0	522.0	293.5	56.2	3	5	5.74	5	4	Milk Teeth
22	76	SIMMENTAL X	P2 STEER 270.5 - 295.0	514.0	292.5	56.9	4	4	5.56	4	4	Milk Teeth
10	81	MIXED	P2 STEER 295.5 - 320.0	540.0	301.0	55.7	5	5	5.60	4	4	Milk Teeth
29	84	SIMMENTAL X	P2 STEER 320.5 - 345.0	576.0	332.0	57.6	4	4	5.61	4	5	Milk Teeth

<b>Totals</b>	<b>7017.0</b>	<b>4023.5</b>										
<b>Average</b>	<b>539.8</b>	<b>309.5</b>	<b>57.3</b>	<b>4</b>	<b>3.0</b>	<b>5.62</b>	<b>0.4</b>	<b>0.0</b>				

Grade	Weight Range	GR Range	Tally	Weight Kg	Avg Wt Kg
P1 STEER	270.5 - 295.0KG		1	282.0	282.0
P1 STEER	295.5 - 320.0KG		5	1,538.0	307.6
P1 STEER	320.5 - 345.0KG		3	984.5	328.2
P2 STEER	270.5 - 295.0KG		2	586.0	293.0
P2 STEER	295.5 - 320.0KG		1	301.0	301.0
P2 STEER	320.5 - 345.0KG		1	332.0	332.0
<b>Total</b>			<b>13</b>	<b>4,023.5</b>	<b>309.5</b>

## **1997 – A Year of Innovation and Transition**

**The American Simmental Association moves forward behind a progressive cohesive plan to improve and promote Simmental and Simbrah cattle**

**For the American Simmental Association (ASA) 1997 was a year marked by the establishment and implementation of new programs and realistic, long-range goals. Under the capable and astute leadership of Dr. Bob Schalles, board chairman from Manhattan, Kansas, and a progressive, forwardlooking Board, a number of programs were launched, all designed to strengthen the impact of Simmental and Simbrah cattle on the beef cattle industry.**

**Following are brief summaries of key programs and activities instituted or strengthened during the past 12 months.**

### **MULTI BREED INTERNATIONAL CATTLE EVALUATION (MB-ICE).**

Beginning with its Fall, 1997 Sire Summary, ASA has implemented a new evaluation that incorporates all genetics in the ASA data-base, regardless of breed.

The system permits fair comparison of animals, regardless of breed makeup, by analyzing all information in the ASA data.

Percentage bulls may be compared to purebred bulls and purebred Simmental bulls may be compared to bulls of other breeds.

### **PROVING CARCASS MERIT**

In an effort to establish credible carcass merit, identification of the superior carcass sires in the Simmental and Simbrah bulls is necessary.

Semen from the most-used Simmental bulls was introduced into one of the nation's largest commercial Angus herds at the Sheeks Ranch in Missouri, and semen from the most-heavily used Simbrah sires was used on cows from the world-famous Deseret herd in Florida. Several other commercial herds from across the country are also cooperating on this project. The first calves from both breeds are on the ground. All progeny will be followed through to the slaughterhouse, with carcass data to be returned to ASA. This collection of data will permit eventual computation of carcass EPDs for 1 ribeye; 2) fat thickness; and 3) marbling.



### **HERD HANDLER SOFTWARE PROGRAM.**

ASA's Herd Handler Performance Software (HHPS) became more widely accepted and utilized during 1997. It is described as an "easy-to-use, highly adaptable computer tool, ideal for maintenance and used of cattle records"

The program contains the entire Simmental and Simbrah herdbooks, permits breeders to have pedigree, performance and other data on every registered

Animal at their very fingertips. It is characterized by its flexibility and adaptability in that the program accepts, summarizes and allows for review of any type or description of information.

Presently, there are 243 users of HHPS including 221 members and 22 universities. An additional 55 demonstrator units are on trial. Nineteen programs have been auctioned off by state associations. Between June 1, 1997 and December 18, 1997 3,580 animals reregistered via this program, with 10,917 new performance calculations.

## **PROGRESS THROUGH PERFORMANCE (PTP) SHOWS**

The incorporation of performance data and actual measurements into show ring judging is rapidly gaining acceptance among US Simmental breeders.

ASA – sanctioned and supported PTP shows are held each year at the Royal in Kansas City, N.A.I.L.E. in Louisville: National Western in Denver: and Houston Stock Show in Houston . In addition management at several regional and state shows are now adopting the ASA guidelines, which call for use of performance data in conjunction with visual appraisal. Judges are chosen from an approved list of qualified individuals.

## **YOUNG GUNS CONFERENCES**

A half dozen “young Guns” conferences in groups of 18-25 people were planned and conducted at several locations around the country. Primary participants were

cattlemen and women in roughly the 25 to 40 age range who shared ideas, dreams and opinions about the future of Simmental and Simbrah cattle.

The two-day events generally produced fresh ideas, boundless enthusiasm and excitement about the breeds, and a universal desire to solve breed and association problems.

## **NEW ADVERTISING CAMPAIGN**

Through effective use of a committee of volunteers, new direction was given to the ASA advertising program. Ads focus on positioning of Simmental as the “Maternal Continental Component, and are aimed at the commercial cattle industry “ASA”s

Ultimate marketing target.

New Simbrah ads, developed by the Simbrah Advisory Committee, are also making their appearance in publications around the U.S.



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# Traders look to exotics in beef operation

Courtesy of  
SEAN STEPHENS, NZ Farmer

IAN and Dale Tomlinson are beef traders.

They make no bones about the fact, and even got rid of their small stud herd a few years ago to increase numbers.

They are no longer interested in rearing their own cattle. The priority is to turnaround weaners and 18-month animals in the quickest and most efficient means possible.

And the result is a good margin at the end of it all. In fact their system has probably insulated them more than others, notably breeders, from the downturn in beef prices.

"We work on margins. So even when prices are down there's still money to be made," says Dale.

The Tomlinsons farm 293ha just north of Culverden, North Canterbury - a property that has the benefit of being half irrigated by border dykes with the balance of the country downs "normally heavy downs but you wouldn't think so this year."

The family moved to Culverden from the West Coast in 1980 - just in time for the start of the local irrigation scheme. Back then the farm ran 2300 stock units (practically all ewes) but today it's been increased to 4500-5000 depending on when they are buying and selling cattle.



*North Canterbury father and son Ian and Dale Tomlinson with a mob of heifers on their 293ha property just north of Culverden.*

They winter around 300 head of cattle, normally split evenly between weaners and 18-month. Calves average 11 months on the property and the older cattle eight months.

They buy in spring as well. The total depends on the season so it's a smaller number than usual this time because it's so dry.

"We always trade within a 12-month period so we buy and sell on the same market all the time," says Ian.

They buy a range of breeds - anything that will make them money - but have a preference for exotic-cross, especially Simmental.

"We like the hybrid vigour. We can grow them to the required weights without getting overfat. That's why we have moved right away from conventional pure English-based breeds."

Growth rates are all important because they are straight-out traders. They aim for a carcass weight around 300kg when the animals go off the works.

Most end up grading P in the 295-320kg range. They pool everything to PPCS so they qualify for meat and fat colour payments, although that can be a little hit and miss. Some years they do well, others they don't and no one can say definitively why.

Most the their cattle are sourced within a 150km radius. They buy at sales, but are moving more towards private treaty on a per kilogram basis.

"I can't see much sense in cattle going miles to saleyards and then to a new home. It's unnecessary stress on the animals and is just extra margin for agents and transport operators" says Dale.

"If we do a deal farmer to farmer there are weigh bridges around. But you have to ensure you specify time off feed."

Last year the 18-month steers averaged 315kg. A recent kill sheet showed 76 steers sold from July 1 to December 12 last year averaged 313.2kg at an average return of \$556. Thirty-six heifers over the same time made \$585 with an average weight of 283.8kg.

The cattle are wintered on swedes, kale and silage in a set system where they are regularly shifted to make full use of feed and run-off. They are great advocates of silage, but they couldn't do what they do without irrigation.

They are highly stocked most times at about 17 to the hectare - running up to 4500 sheep and beef stock units. So feed is critical.

"This the first year we've struggled to make enough silage," says Ian.

On average they feed 600-700 tonnes of silage, but by late February they'd fed out 500 tonnes already because of the dry. A carry-over supply from the year before has come in handy.

"We have two big pits which are normally full at the end of the season. But I think they'll both be empty by the end of winter," Ian says.

"Silage is the best long term insurance against drought. It will mean our stock will still do well."

They ran a small Simmental stud of about 45 cows for a few years, but decided the land was better suited to finishing.

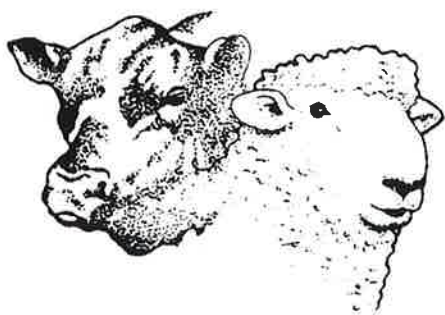
"Now we can run 100 extra beef cattle, and we know pretty much where and when they are going. It simplifies things over winter, so we can winter all our cattle in three mobs."

Now they are reasonably satisfied with their stock ratio. Cattle numbers have obviously been boosted since the stud went, but they don't plan to winter more than they do now.

They may handle more within a season depending on the climate, and say margins for their older cattle can be better than the weaners because the turnaround is faster.

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*A mob of the heifers*



# THE NEW ZEALAND BEEF AND LAMB QUALITY MARK

## WHAT'S IT ALL ABOUT AND WHAT'S IN IT FOR BEEF FARMERS?

BY ROD SLATER, GENERAL MANAGER, NZ BEEF & LAMB MARKETING BUREAU.

The New Zealand Beef and Lamb Quality Mark was launched to the consumer in September 1997. Prior to that launch much work had been done by the industry.

It is a result of an initiative by the New Zealand Meat Board and is 100% funded by them. The New Zealand Beef and Lamb Marketing Bureau is charged with promoting the Quality Mark in New Zealand.

In early 1996 industry representatives (farmers, processors, retailers and marketers) got together to discuss the introduction of a Quality Mark for the New Zealand market.

At that first meeting certain principals were established:

- The standards associated with any Mark should be established and monitored by the industry.
- Any standards had to be both achievable and auditable.
- The auditing process needed to be transparent, thus giving confidence to all in the industry.
- The standards had to provide direct tangible benefits to the consumer.
- A target date of June 1997 was set for launching the initiative.
- The standards on launch date would be a minimum that the industry could deliver on and that they should be progressed in time.

After that initial meeting a working party representing all industry sectors was formed to establish and maintain the Quality Mark standard. It is now known as the Quality Mark Advisory Group.

The working party met on a number of occasions and established standards in the following areas.

- Animal welfare
- Animal Stresses (ph levels)
- AC + A (tenderness)
- Food Safety (processing and retailing.)
- Traceability

These standards have now been incorporated into processor and retailer manuals and are the "bible" for both processors retailers and the auditors.

Auditing is carried out on a regular basis at retail and processor level.

You will note that greater emphasis has been placed at this stage on standards relating to processors and wholesalers.

Farmer responsibilities relate mainly to animal welfare and traceability. Traceability in particular is an area that farmers can expect to take greater responsibility for in future standards.

How has it performed so far and what benefits are being seen for farmers?

As stated earlier the Quality Mark was launched to the consumer in September 1997. Since that time a comprehensive television, magazine and other media campaign has been in place.

In our latest research tracking results which are carried out weekly and reported on quarterly and Quality Mark has a 38% recognition by consumers. A lesser but none the less significant percentage say a Quality Mark influences them in their meat purchasing. These results are pleasing and show that we are on the right track.

Have there been any tangible benefits for farmers to date? The short answer is yes, with farmers that I have spoken to.

There is a significant premium at the moment for Quality Mark meat. This has been brought about mainly because of a general shortage of Quality Mark product available. In particular specific cuts are in short supply. The pH rejection rate has been high, probably due to the climate conditions. It is expected that once our climate returns to a degree of normality then the rejection rate will drop.

This should result in the current premium for Quality Mark meat reducing. However, it is expected that a premium will still be achieved.

It is acknowledged by all in the industry that the tenderness level of beef and lamb has become more consistent since the Quality Mark launch. This particular fact is arguable the most significant one that has emerged since the launch of the Mark.

The Quality Mark has already achieved one of it's major objectives, ie, to provide our New Zealand consumer with a more consistently tender product.

Ultimately that must be to the benefit of all in the industry.

# Simmental Group Breedplan

## Q&A

### Question and Answer section

#### **1. Why is it that EBV's are not reported for some animals in some traits and do different traits have different reportability criteria?**

In the group analysis all EBV's are calculated but not all are reported based on the following "reportable EBV logic".

1. Calving Ease EBV's will only be reported if their accuracy is at least 50% which effectively means only parents will be reported. Animals must also have reportable 200/400/600 day EBV's to have CE reported.
2. Gestation. Length EBV must have a min. acc. of 10% coupled with reportable 200/400/600 day EBV's.
3. Birth Weight EBV's will only be reported if:
  - animal is measured
  - or
  - animal has progeny measured
  - or
  - acc. is greater than 50%
4. 200/400/600 day weights are reported as a block, ie all are reported or none are reported.
5. Milk. This trait must have a min acc. of 10% together with reportable 200/400/600 EBV's. Overseas sires will not have their 200 milk EBV reported if the acc is less than 50% and they have no daughters with calves in the analysis.

The progeny of overseas sires are treated in the same way as above.

6. Scan traits are reported as a block (all three or none) and will only be reported if:
  - animal is scanned
  - or
  - animal has progeny scanned
  - or
  - acc. of EMA is greater than 50%.
7. Scrotal size reporting uses the same criteria as for scan traits.

#### **2. Is it true that data sampling takes place for the group run and that not all data goes into the run?**

No it is not true, all available performance data is included in the group analysis.

### 3. Why is it so important to print the accuracy as well as the EBV in my sale catalogue.

Accuracy of a trait can perhaps be best explained as the likely degree of change that trait may experience with the addition of extra information, the higher the accuracy the less likely it is the EBV will change with more information.

The following table illustrates the possible change in EBV's at different levels of accuracy.

**Table from sire summary intro:**

Accuracy (%)						
EBV	50%	60%	75%	85%	90%	99%
Gestation Length	2.1	2.0	1.6	1.3	1.1	0.3
Birth weight	2.6	2.4	2.0	1.6	1.3	0.4
200-Day Growth	11.0	10.2	8.4	6.7	5.5	1.8
400-Day Growth	16.8	15.5	12.8	10.2	8.5	2.7
600-Day Weight	19.6	18.1	15.0	11.9	9.9	3.2
200-Day Milk	7.8	7.2	6.0	4.7	3.9	1.3
Scrotal size	1.2.	1.1	0.9	0.7	0.6	0.2
Eye Muscle Area	2.4	2.3	1.9	1.5	1.2	0.4
Rib Fat	0.6	0.5	0.4	0.4	0.3	0.1
Rump Fat	1.0	0.9	0.8	0.6	0.5	0.2

### 4. How important is to declare the different management groups (mobs) when I send in my weights?

This is one of the most important aspects of Group Breedplan and failure to do this can give misleading results. You should assign animals to different management groups for analysis where they have been treated differently on the property.

Some examples where animals should be recorded in separate management groups are:

- sickness of individuals
- some animals fed for show or sale
- grain fed versus paddock fed animals
- bulls fighting that has clearly caused weight loss

### 5. How does Group Breedplan make allowance for the wide differences if nutritional levels for the herds involved from Northland to Southland and places in between?

This is where the use of link sires comes into play and the widespread use of AI in the Simmental breed is a real plus.

The link sires in each herd are used as a reference point for that herd and all animals are ranked in relation to these link sires. The fact that progeny from a link sire weigh an average 310 kgs at weaning in one herd and only 250 kgs in another does not disadvantage the herd with lower nutritional levels.



### AF103

Sire Puriri Caesar

Birth Wt	200D Wt	400D Wt	600D Wt	200D Milk	S.S.	EMA	Rib Fat	Rump Fat
+0.7	+20	+36	+41	+9	+0.6	+2.1	+0.3	+0.1
75%	69%	64%	64%	43%	43%	38%	28%	28%



### AF114

Sire Puketawa AB133

Birth Wt	200D Wt	400D Wt	600D Wt	200D Milk	S.S.	EMA	Rib Fat	Rump Fat
+3.4	+18	+27	+42	+6	+0.8	+0.7	+0.0	+0.1
76%	70%	66%	66%	47%	41%	42%	34%	36%



### AF117

Sire Puketawa AB133

Birth Wt	200D Wt	400D Wt	600D Wt	200D Milk	S.S.	EMA	Rib Fat	Rump Fat
+1.3	+11	+23	+30	+8	+0.7	+2.0	+0.2	+0.4
76%	70%	65%	65%	44%	40%	42%	35%	36%



### AF118 (polled)

Sire Puriri Caesar

Birth Wt	200D Wt	400D Wt	600D Wt	200D Milk	S.S.	EMA	Rib Fat	Rump Fat
+3.1	+28	+45	+55	+7	+0.6	+2.6	+0.2	+0.2
76%	69%	64%	64%	43%	44%	39%	28%	28%



### AF127

Sire Puketawa AB133

Birth Wt	200D Wt	400D Wt	600D Wt	200D Milk	S.S.	EMA	Rib Fat	Rump Fat
+0.8	+17	+32	+41	+7	+0.7	+1.9	+0.0	-0.2
76%	70%	66%	66%	70%	40%	40%	31%	32%



### AF138

Sire Puketawa AD146

Birth Wt	200D Wt	400D Wt	600D Wt	200D Milk	S.S.	EMA	Rib Fat	Rump Fat
+0.3	+22	+34	+44	+9	0.0	+0.5	+0.3	-0.1
75%	69%	64%	63%	37%	29%	34%	26%	26%



### AF144

Sire Puketawa AB133

Birth Wt	200D Wt	400D Wt	600D Wt	200D Milk	S.S.	EMA	Rib Fat	Rump Fat
+3.3	+23	+39	+47	+8	+0.8	+2.3	+0.2	0.0
76%	70%	65%	65%	43%	40%	40%	33%	35%



### AF148

Sire Puketawa AB133

Birth Wt	200D Wt	400D Wt	600D Wt	200D Milk	S.S.	EMA	Rib Fat	Rump Fat
-1.5	+7	+19	+24	+6	+0.7	+1.1	+0.2	+0.3
76%	70%	66%	65%	47%	42%	43%	36%	38%



### AF149

Sire Puriri Caesar

Birth Wt	200D Wt	400D Wt	600D Wt	200D Milk	S.S.	EMA	Rib Fat	Rump Fat
+1.7	+14	+25	+35	+5	+1.4			
76%	70%	65%	65%	46%	45%			



### AF152

Sire Puketawa AB133

Birth Wt	200D Wt	400D Wt	600D Wt	200D Milk	S.S.	EMA	Rib Fat	Rump Fat
+1.7	+14	+30	+41	+8	+1.4	+2.5	+0.2	-0.1
65%	67%	65%	64%	51%	40%	43%	33%	34%



### AF158

Sire Puriri Caesar

Birth Wt	200D Wt	400D Wt	600D Wt	200D Milk	S.S.	EMA	Rib Fat	Rump Fat
+3.1	+27	+44	+51	+8	+0.2	+2.0	+0.2	+0.3
74%	63%	58%	59%	27%	44%	36%	26%	26%



### AF159

Sire Puketawa AB133

Birth Wt	200D Wt	400D Wt	600D Wt	200D Milk	S.S.	EMA	Rib Fat	Rump Fat
+3.1	+25	+46	+62	+6	+0.8	+3.1	+0.2	+0.4
75%	70%	65%	66%	45%	40%	41%	33%	35%



### AF142

Sire Puketawa AD105

Birth Wt	200D Wt	400D Wt	600D Wt	200D Milk	S.S.	EMA	Rib Fat	Rump Fat
+1.6	+19	+29	+36	+8	-0.8			
75%	69%	64%	64%	37%	32%			



### AF162

Sire Puriri Caesar

Birth Wt	200D Wt	400D Wt	600D Wt	200D Milk	S.S.	EMA	Rib Fat	Rump Fat
-0.8	+9	+25	+26	+6	+1.0	+1.4	+0.3	+0.4
74%	69%	64%	64%	44%	45%	39%	28%	28%



### AF164 (polled)

Sire Puketawa AC105

Birth Wt	200D Wt	400D Wt	600D Wt	200D Milk	S.S.	EMA	Rib Fat	Rump Fat
+5.7	+32	+52	+67	+9	+0.5	+3.7	+0.3	+0.2
76%	71%	66%	65%	43%	41%	41%	33%	34%

The above figures are interim - 13.3.98. The accuracies are from Group Run 1997.

# PUKETAWA SIMMENTALS



## Bull Sale

**June 9th 1998  
on property at 1.00pm.  
Lunch available prior to sale.**

**“Top performance bulls form a top  
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**For catalogues and information contact:**

**John Scott  
Puketawa Simmentals  
Roberts Road, Hora Hora  
R.D. 2, Cambridge.**

**Tel (07) 827 2864, Fax (07) 827 2977 or  
Email - john.scott@clear.net.nz**

**or Wrightson  
Bruce Orr, Tel (07) 855 2560  
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- All bulls guaranteed.
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# Roger Hayward– 1996 JUNIOR HERDSPERSON

My trip started a week after the National Bull Sale on the 26<sup>th</sup> of June. As I went back to Australia with the Australian Simmental Exchangee, Ben Glatz to his home farm at Woodside, in the Adelaide hills, I used this as a base during my stay.

The first 2 weeks of my stay I helped on the Glatz farm working with their commercial herd, as well as between times visiting studs and commercial properties around the south and east outskirts of Adelaide. These herds ranged between 100–600 cows, which were Angus, Shorthorn, Simmental, Horned Hereford and Main-Anjou.

A week before the Heifer Show, Ben took me down to Keith, about 3–4 hours southeast of Adelaide, where I stayed at the Kevlyn Downs Shorthorn stud of Kevin and Lyn and Simon Johnston for 2 days. During my stay I went to visit the well known Angus stud 'The Basin' which has a stud herd of 1,000 cows.

From there I was picked up by Lizzy Johnston, the daughter of Ross and Pauline, of Blackflats Simmental Stud who were my Host family. They live in the Avenue Range which is another 45 minutes south of Keith. It was there I was introduced to my heifer, and I spent the next week preparing her for the Heifer Show. I spent a week with the Johnston's, was made very welcome and was treated as one of the family, so it wasn't hard to fit in at all.

During my stay, Lizzy and I went out and clipped a Murray Grey and Shorthorn Heifer at the local school at Lucindale for the Heifer Show, as well as an Angus Heifer at the Johnston's property. The Johnstons had organised some more studs for me to visit, which took me to Simmental, Shorthorn and Angus Studs, and most probably the largest farm I visited during my stay, was Willalooka Murray Greys, comprising a stud herd of 350 cows, a commercial herd of 1,750 cows and 20,000 sheep.

Well my week went very fast. Monday morning was here and an early start was made to Adelaide to the Heifer Show. The first day comprised of getting our stalls set up and heifers bedded down. We then had to register. Monday evening the Seniors drew there ballot heifers, where I drew a Belted Galloway.

The next two days were full of lectures on soil, electric fencing, animal health as well as a general knowledge quiz, marketing and a news reporting assignment, Junior Judging and an interview.

The Heifer Show ran for 4 days with 120 entries from all ages and a number of prizes up for grabs. For the Seniors some of the prizes were – a free A.I. training course, a 6 month exchange to the well known Yarrowonga Santa Gertrudas Stud in Queensland, and the major prize for the Senior, a trip to America.

Thursday the final day came, which was the easiest day for me. It was the heifer judging and handler classes for both our ballot heifer, where I was placed second, and my Simmental heifer where I was placed third. When the day was over it was time to add all the points up and have the presentation as well as a talk from last years winner, Natalie Labaj, who had just arrived back to Australia some 48 hours earlier from her trip where she had spent 7–8 months working in America.

The winner of the Heifer Show this year was Lizzy Johnston, my host for the last 2 weeks.

I thoroughly enjoyed myself at the Heifer Show. It was a chance to meet new people of all ages from all different breeds have a great time. The reason for this being that we all had something in common. It also gave me the chance to make new contacts which saw me going with Natalie Labaj the Tuesday after the heifer show, to spend two days clipping 8 Simmental steers, 2 Simmental bulls and a Limousin heifer, all for the Adelaide Show.

My final week saw me go to the winner of the Heifer show 2 years ago – Jono Spence – who is the present publicity Officer of the Heifer show. Jono took me down to Victor Harbour on the coast south of Adelaide, where he is Manager of Suzell Polled Herefords. We spent the week there clipping and taking photos of calves for the Stud's advertisement, as well as looking around their cow herd and working on their Adelaide Show team.

The 5<sup>th</sup> of August came for me to return home, though it felt like I had just arrived.

I would like to take this opportunity to thank the Simmental Society of New Zealand for the chance of a life time as well as the opportunity to represent you all. I would also like to thank, John, Mary, Lucy and Ben Glatz for their hospitality and kindness.

Thanks also to Ross, Pauline and Lizzy Johnston for my heifer and the opportunity to compete at the Heifer show. Many thanks to my parents, family and friends for the constant support over the years and the chance to make the trip.

*Roger Haywood*



# South Australian Junior Heifer Expo

*Kathryn Maslin*



Being placed second and winning the trip to the South Australian junior heifer expo at the 1996 Royal Show in Palmerston North was very exciting indeed, as I am the first young Limousin breeder to have won this trip.

I flew out from Auckland airport on the 4th of July arriving in Adelaide a few hours later where I was met by the Hodge family. I spent one week at the Hodge family farm where I spent getting to know my heifer, painting stands, packing boxes and feeding cattle.

On the 14th July we left for the Heifer Expo, each of the seniors took two heifers. One was our own show heifer and the other a ballot heifer which would be drawn out of a hat and given to another senior at the expo to clip and exhibit.

The Expo ran for 4 days, Monday to Thursday. In this time we had to attend seminars on various sides of the cattle industry such as Pasture Management, Marketing, Steer Assessment, Nutritional Deficiencies, around eight all together, as well as assessment writing which was done at night. This was covered on the 2nd day. In the late afternoon we were judged on the clipping of our ballot heifers, each of us had 45 min to clip as much of our heifer as possible. This segment was also judged on how safe we were as we went about clipping our heifer.

(The ballot heifers are taken to the Expo, halter trained and led only, so it was the first time any of the heifers had been in a clipping shute). This saw a very late night from all as we finished clipping our ballots and cleaning our halters for the heifer judging the next day.

Day 3 was a very early start, we had to have our heifers washed, dried, fed, watered and cleaned. As well as get ourselves ready for our Junior Judging competition at 8.00 am.

We stood outside the judging pavilion waiting to meet our over judge. Sixteen very nervous seniors waiting to begin the competition. Our over judge was Kevin Johnson a well known Shorthorn breeder from South Australia.

The Judging competition was not much different from the competition that was held at the 1996 Royal Show except we had three classes of heifers to judge, two of these classes we judged on paper, pointing out good points and faults in the

heifers by writing them down and placing the animals accordingly. We were then sent off to a room away from the judging pavillion, sixteen very nervous seniors waiting for their turn to judge the third class and speak on it.

After everyone had spoken the over judge spoke on his placings. We then went back to the sheds to start preparing our own heifer for her judging class. The heifers were judged in age, Junior, Intermediate and Senior, with twelve classes altogether. This judging took most of the day with several of the senior exhibitors heifers coming out with firsts, and my heifer gaining a second.

We then sat down that night cleaning two sets of halters for the handlers classes the next day.

There were two classes of seniors on the 4th day for the herdsman where we took our ballot heifers in and the handlers where we took our own heifers in.

The seniors were the last classes of the morning, having sixteen seniors entered we were split into two classes of eight in each.

The first classes were our ballot heifers where I was placed second with my shorthorn. The second classes were our own heifers where I was placed first with my Simmental.

I then had to stand on the outside of the ring with my Simmental heifer for the judging of Champion Intermediate heifer. The Charolais that had beaten me the day before was pulled up as Champion and so I went into the ring to compete for reserve which after the judges looked very hard gave to a very stylish Angus heifer.

I then went back to the shed to do some final touches for the Campion handlers class, a clean white coat, clean boots, a bit more glue and we were ready.

There were three seniors in the Championship. where I gained Reserve Champion Senior Handler of the 1997 South Australian Junior Heifer Expo.

The overall competition was for a Scholarship to North America. This was the big prize the sixteen seniors were competing for. I was placed a respectable twelfth in the Competition with all the scores very close.

The Heifer Show was an extremely worthwhile experience and it was thoroughly enjoyable for me

I would like to thank Tracy and the Hodge family (my hosts), Matt and Mr & Mrs Parker for their help. Richard Glubb for his help and the New Zealand Simmental Society for their sponsorship of this trip.

I would like to encourage all interested youth to enter livestock judging and handling competitions, it is a great way to learn, have fun and meet people.

**Kathryn Maslin.**

# Karewa Simmentals

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# Simmentals Thrive at Maruia

BY ANNE HARDY

Winters are long and wet at Maruia, south of Nelson, so stock has to be able to fatten and be away while the grass is still growing. That is why Peter and Sharon Watson like their Simmental-cross bulls.

A colourful assortment of burly Simmental-Angus-cross bulls grace their paddocks in Autumn, and by the time they are 18 to 20-months-old at the beginning of May, they average 600kg liveweight.

The couple farm 520ha just north of the Maruia (pronounced Marawea by locals) village, and about 250 of that is in pasture at the base of the valley, and 20ha is in pines. Peter's grandfather began turning bush into grazing land before World War 1, and beech forest still covers the steep sides of the surrounding hills that rise towards the rugged Victoria Ranges behind.

The farm runs 1500 Romney-Perendale-cross ewes (sub - Romendale, but neither Peter and anything I have has the correct spelling) as well as 100 breeding cows that are predominantly Angus at this stage.

When the pair moved on to the farm alongside Peter's uncle nine years ago, Peter brought with him a Simmental bull. Peter had worked with Simmentals on another farm, and "liked what I saw", so set about improving the growth rate of the youngsters on the farm.

"The first year the Simmental went out for one cycle and a bit, and we ended up with half blacks and half Simmental."

Right from the start, Peter opted to keep the bull calves entire for the extra growth rate, and because their sturdy, "meaty" appearance had appeal. That extra growth rate means the bulls heap on 1.6kg a day between January and March.

"We just leave them in the paddock and drench them every two months, and that's all we do. With steers, you have to



*Peter and Sharon Watson with a mob of their Simmental-Angus cross bulls.*

move them around to get them to perform."

When the first progeny was killed at 18-20 months, the Simmental-cross bulls fetched \$230 net more than the purebred Angus bulls, in the good old days when beef was around \$3.30 a kg.

"They grow a far bigger frame and are prime at 18 months without any extra feeding. So we can get both the bulls and heifers off the property a lot earlier also," he says.

Between 20 and 30 calves are sold at weaning, which this year left 35 bulls and 25 heifers to finish, and another 15 heifers to go into the breeding herd. Various Simmental crosses are now dotted through the herd, and ultimately the Watsons want to breed from purebred Simmental cows. Though Peter concedes they may lose hybrid vigour, he believes the breed will still perform.

Comments among farmers that the breed tended to be soft are quickly squashed by Peter, who says it all comes down to



how the young stock are farmed. He buys a new bull each year from Waingaro Simmentals in North Canterbury which are run on steep country that makes the cows work.

Their own cows start calving from August 18 when "it's flippin' wet" in Maruia - more than 80 inches of rain falls on the farm each year - so the calves are born in cold, wet, mud. Though it is muddy on top, the granite soil fortunately allows the torrents of rain to drain away instead of building into a flood.

Up to 80 percent of the cows calve in the first 21 days. Until they calve, the cows are run in a 8ha paddock, and as they calve the calf is tagged and the pair moved on to better feed where they will rotationally graze around a 40ha area.

From the end of April when the calves are weaned, through to June, the young stock are on grass, but with no grass growth through winter, they then move on to hay.

The young bulls are set stocked on rougher paddocks around the farm and fed hay, which Sharon says gives the bulls the opportunity to get to know them and quieten. Even when the grass starts growing again, Peter and Sharon prefer to still set stock them in a 16ha paddock until they leave the property in May, so that they do not pug up more paddocks.

"I like to take them out for a fortnight around January/February for the grass to recover."

By late spring, both the cow and heifer herd follow behind mobs of lambs, giving them good feed as well as doing a useful job cleaning up the worm burden in the pasture.

"It means they're getting a good feed without the problem of bloat too, because the lambs have taken a lot of the clover out," Peter says.

Cows are also fed silage that has been cut on the property, and rye grass straw brought in from Hanmer. By weaning, bull weights have been up to 330kg average. This year they will be down because the cows and calves had less feed earlier on, he says.

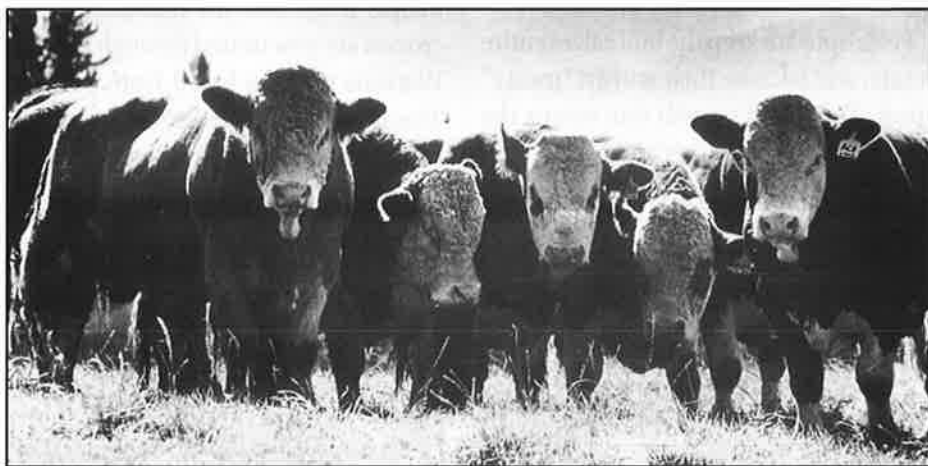
The heifers that are kept for the breeding herd are calved as two-year-olds after being kept with the bull for two cycles. Pregnancy testing at the end of March shows up anything that is not pregnant, and they are sold.

Peter says it all comes down to getting as much stock as possible off the property before the winter sets in. If the Simmentals' growth rate can get them ready for killing earlier, then there is more grass left for the stock that has to be fed through winter.

(PS Peter had no thoughts on breeding values)



# 1998 CENTRAL SOUTH ISLAND SIMMENTAL BULL SALE



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# This Family Robinson

*It's a useful advertisement for Simmentals that a couple of Auckland townies opted for a farming career and kicked it off breeding the popular cattle breed.*

Northlanders Tracey and Quentin Robinson are now big on the breed and increasingly meticulous about genetic selection.

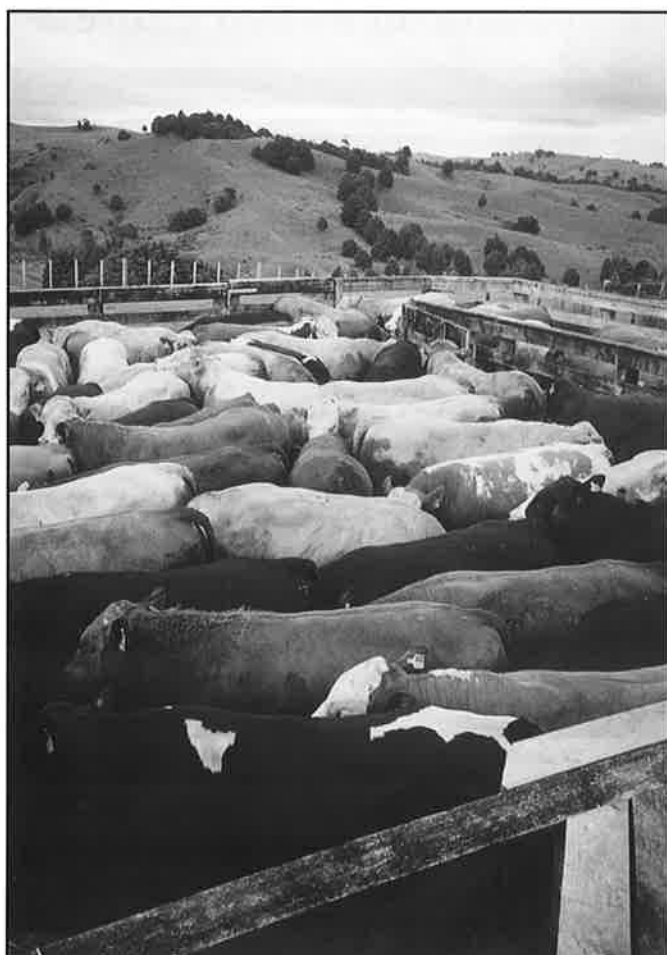
That Tracey's dad is Peter Packard, vice-chairman of the NZ Beef Council, has helped with the farming transition.

But so has the valuable advice of leading Simmental breeder and fellow Northlander Jim Houlbrooke whose Tokaweka Stud has an awesome reputation.

But they are determined to breed a purebred Simmental herd and have already sourced purebreds from Puriri, Rivendell, Ruarangi, Terrilyne and Tukaze studs.



*The Robinson Family*



"We were keen to be involved with Simmentals because the estimated breeding values (EBVs) and tracing pedigrees were systems we wanted to be involved with," says Quentin.

"Our objective is to breed an animal which prospers under Northland hill country conditions and achieves good carcase weights before its second summer, without supplementary feeding."

And since they were moving onto a hill country block it was vital to farm a breed able to handle the rougher country and still perform well. It also helped using a breed with proven adaptability. That's what they were looking for in Simmentals and the results are proving their choice right.

The pair calve 140 cows and finish most of the progeny by 16 months. All the cows are mated to Simmental bulls but the 15-month commercial heifers are put to an Angus or Murray Grey bull.

Quentin and Tracey label the breeding cows licorice allsorts - the herd consists of purebred Simmentals, Simmental/Friesian, Simmental/Angus, Friesian/Hereford, Friesian/Angus, Friesian/Murray Grey and Angus.

*60 Simmental X bulls. Photo taken 14/11/97. Av. age 14 1/2 months. Best 30 killed 28/11/97, average carcase weight 292 kilos.*

# WILLOWBROOK SIMMENTALS



*Willowbrook  
Emily and  
daughter  
Grace*

## ***Our selective breeding programme ensures:***

- Calving Ease
- Quiet Temperament
- Excellent Weight Gain
- Emphasis on Polled Cattle

*One of our Embryo  
Transplant Calves out of  
Willowbrook Twinkle by  
Coopental Terrific*



## **BULLS AVAILABLE**

*At the Central South Island Simmental Sale on Wednesday, 10th June 1998,  
Temuka Sale Yards, we will be offering an excellent selection of  
our top bulls many of which are polled.*

**Call now regarding enquiries and herd inspection:**

*Alastair & Jessica Midgley • Willowbrook Simmentals, RD2, Timaru  
South Canterbury, New Zealand. Tel (03) 612 6671 • Fax (03) 612 6651*

So just four years into a farming career Quentin and Tracey have their own stud - LeeAnne Simmentals.

"We bought six purebred cows from a dispersal sale in 1994. We registered LeeAnne Simmentals and herd 1615 was established," says Quentin. And he says they plan to breed for quality.

Sourcing a herd sire and 21 females from Tokaweka has certainly played a vital role in that, but so has immersing themselves in the farming culture. The young couple decided on Simmentals because of their excellent temperament, growth rates and maternal ability. Also because they found them striking in appearance and easy to handle.

Quentin and Tracey have bought Tracey's family farm, a 295ha sheep and beef unit at Waitotira, 38km south-west of Whangarei. Early indications suggest the couple is on track.

Last November they processed their 30 best Simmental cross bulls at 15 months. The average carcass weight was 292kg and 29 of the bulls graded M1.

Admittedly the results were helped by Quentin and Tracey's involvement with the NZ Beef Improvement Group, which ensured they monitored weight gain closely and regularly. But the couple also reckon the results prove to themselves that they are part way to achieving their objective.

BIG is a quality assurance system which is designed to increase profitability through individual animal identification and monitoring. The system records birth dates, parentage, growth rates, animal health treatments and carcass attributes, which are then analysed by BIG general manager Bob Thomson and national coordinator Clare Kokich.

"It allows you to compare growth rates and carcass attributes of your stock with other farms in the your area, and that is a good way to judge how you are going and to show the worth of the cattle breed you are farming.

"It is also a logical extension or enhancement of our EBV recording system. BIG measures and monitors genetics, management and market related information such as pH, meat colour and fat colour," says Quentin.

"On the basis that the meat industry is consumer driven, systems which aim to improve the consumers eating experience must be endorsed. Another large plus for BIG is if we sell a bull to another BIG member the ability to obtain performance data including growth rates and carcass attributes for his progeny."

On their performance so far, Quentin and Tracey are probably the ideal breed of modern farmer to maximise the benefits of Simmentals.

It's a thought endorsed by Simmental Society general manager Richard Glubb who believes the farming sector must move from the commodity market to niche marketing.

"Niche marketing is price stable so we are looking to develop a quality assurance programme from the stud breeder to the commercial producer and finisher.

"The market may soon want us to put in traceability systems and that is where BIG is so important. Before we can deliver 100% enjoyable and safe eating to the consumer we have to qualify our product.

"And where the Simmental really comes to fruition is in its cross breeding role, that is why we have pushed it as a terminal sire," says Mr Glubb.



*Tokaweka Amber with bull calf drinking sired by Legacy Return. Calf just under 6 months.*

# THE BIG SYSTEM

## *traceability in practice*

Prepared by:

RD (Bob) Thomson

General Manager, The NZ Beef Improvement Group Ltd

### **Introduction**

The traceability challenge for beef producers is set firmly on identifying the origin, movements, treatments and management regimes experienced by individual animals before they are presented for processing.

The primary purpose of a traceability scheme is to provide the consumer with the knowledge and comfort that their beef purchase is safe to eat.

In addressing the traceability challenge it is recognised that the subject of traceability is a sizeable and complex one, therefore it is not the purpose of this article to debate or defend the concept or need for traceability. However it is necessary to start with the premise that sooner or later, and probably sooner, the markets serviced by our meat exporters will start to impose the same traceability sanctions on us as they do on their domestic producers.

### **What is traceability**

Traceability, from a beef production perspective, is the process of effectively tracking an animal's movements from the herd-of-birth right through to slaughter. This involves keeping records pertaining to the "safety" of the farm on which the animal has been domiciled and should include the treatments that the animal has received. The scope of the information recorded should be dictated by the target market.

It is accepted that the responsibility of traceability from the processor to the market is just as important as the responsibility of traceability from the farm to the processor. In fact one may not be effective without the other.

While some markets may dictate that they only require mob details with respect to traceability we contend that mob traceability can only be assured through individual animal identification. For example, the effective surveillance of TB cannot be defended with mob identification procedures. The cornerstone of any traceability scheme is therefore individual animal identification.

### **How does BIG fit into a National Traceability scheme**

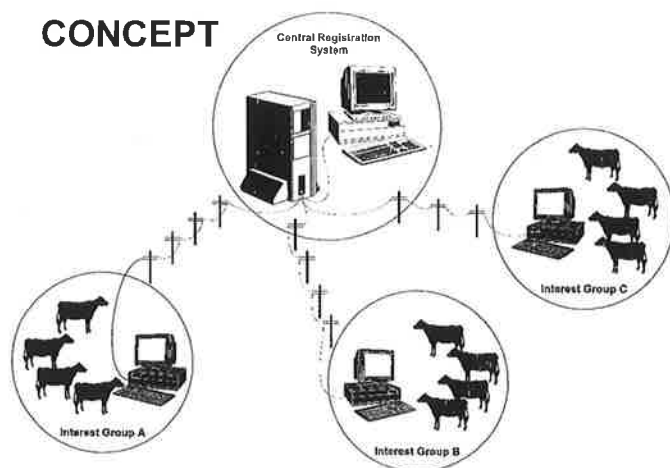
In developing BIG we had to decide how a National system might function and how we might dovetail into that system.

This has required continual reviews of how a national system might develop, however our current industry business plan accommodates the following assumptions:

- NZ farmers will, at an accelerating rate, join local or national groups which will have information capture, interpretation and responsive action at their core. Two obvious start-up examples are BIG and NZFT2000, formerly Clutha 2000 (NZFT 2000 is a sheep-based scheme). Both schemes have a Quality Improvement (QI) emphasis. On a more significant and national scale, LIC constitutes such an interest group in the dairy industry, targeting genetic gain in the national herd and tracking animal movements in relation to Tb containment through the MAF Quality Management (MQM) linkage.
- A national traceability scheme need only have a small number of responsibilities and therefore can be operated cheaply, efficiently and with the minimum of bureaucratic overlay if it is based around groups such as BIG and LIC.
- The national scheme needs to administer standardised animal identification protocols which are incorporated into registered participating interest groups. The protocols will be incorporated into the computer systems and databases operated by these groups.
- The national scheme would likely operate a centralised registration centre charged with the responsibility for coordinating the identification system by which animals are recorded in the separate interest group schemes and maintaining the integrity of the entire system.
- The centre would likely be equipped with a computer based search facility, networked with the interest group systems with capacity to access animal identification and related particulars from those systems. There would need to be a set protocol for confidentiality of certain information.
- The centre would likely provide a "one stop shop" where all food safety related enquires, which necessitate tracing the farm of origin and subsequent movements, are processed.

Figure I illustrates how a national scheme may connect with various interest groups. BIG and LIC would be examples of such interest groups.

**Figure I**



A scheme as illustrated brings with it maximum flexibility. It offers the prospect of performance enhancing data recording, with traceability essentially a secondary but necessary benefit.

Of course there will be farmers who stay outside interest group schemes. Over the next few years such farmers will be by far the greater majority. In fact BIG has targeted just 15% of the Nations' beef farmers who farm greater than 150 head of cattle to enter their scheme by the year 2000.

This situation doesn't compromise the validity of BIG or the model outlined. Although non-participating farmers might be considered short sighted or overly conservative for failing to take advantage of the benefits inherent in the intelligent use of recorded information, ultimately their farms must be part of a National system.

This would entail a level of computerisation whereby it would be necessary to apply to the national centre for the allocation of identifiers for animals to be recorded at the centre and in the interest group.

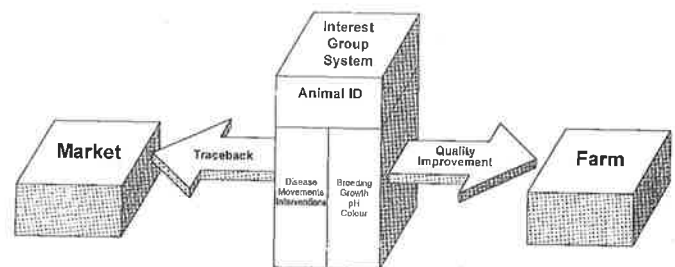
That the subsequent history of the animals, is then not as readily accessed as those within interest group systems, is of course a disadvantage. However, the fact is that even these animals are logged and, when circumstances demand, will be capable of being tracked from point of registration forward by hard-copy records. Hand in hand with this there would, of course, need to be the means of extracting commercial penalties for the failure to keep those records.

## Quality Linkages

The animal identification associated with the national traceability system provides the skeleton or framework from which are attached the elements which are capable of adding real value at a farm level. Figure II illustrates how the building blocks for quality linkages may be assembled.

**Figure II**

## THE QUALITY LINKAGES



Thus the overlay is the formal register of all animals in the scheme identified according to nationally established protocols. Disease movements and interventions would necessarily be captured as a routine part of the traceability format. These record the history of the animal which could be relevant to a market initiated traceback enquiry. In time welfare and environmental measures might also be incorporated.

Additional to the compulsory health-type information, those data which might also be recorded for subsequent analysis, interpretation and quality improvement related action are also included. These data are factors such as breeding, growth, pH and fat colour and form the basis for continuous improvement opportunities.

With traceability we should be taking a holistic view of the potential benefits from recording and storing information on our commercial beef animals.

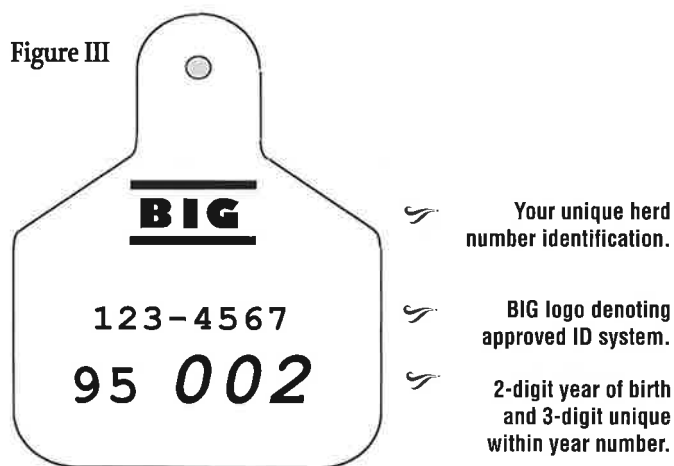
With the imagination and expertise which is available to our farm production sector, considerably more powerful information tools are capable of development, serving a far bigger end than that of traceability. We contend that this approach is the one the industry should be promoting.

## How does BIG implement traceability

### Animal identification

BIG has an Animal Health Board (AHB) approved individual animal identification system which is practical in its format and use. The system is entirely compatible with the dairy farmers Livestock Improvement Corporation (LIC) identification system. The tags have four components as shown in Figure III overleaf.

Figure III



The first component is the BIG logo denoting that the animal is recorded in the BIG database. The second component is the herd identifier which has a different structure for beef farmers and dairy farmers. Beef farmers have a 7-digit numeric code whereas dairy farmers have a 4-digit alpha code.

The 7-digit herd identifier for beef farmers is allocated by MAF Quality Management (MQM).

The third component is a 2-digit year of birth and the fourth a 3-digit sequential within year number. This 3-digit within year number may be expanded to 4-digits for herds recording in excess of 999 animals within each birth year.

### Farm identification

MQM has almost completed the allocation of farm identifiers on a National basis. Farm identifiers are connected to the farm's legal description and have an electronic map reference. BIG records the individual animal movements against the farm identification and so accurate tracking is achieved.

Coupled with farm ID is a record of the farm's animal health status coupled with the facility to record farm chemical usage and other relevant information pertaining to market demands. Currently the most significant farm-based records relate to bovine TB status.

### Benefits of traceability

Traceability is usually discussed in the context of the consumer requirement to have a safe eating experience. While it is agreed that this is the most compelling reason to implement a traceability scheme with urgency, there are other major benefits. These additional benefits are related to individual animal ID and the information that can be connected to that ID.

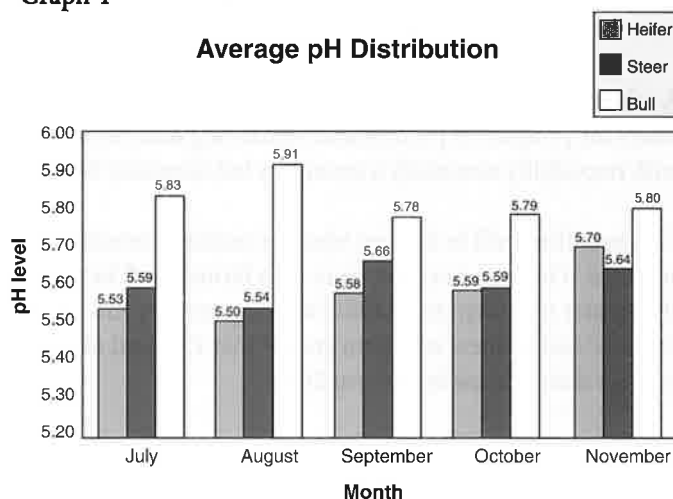
We believe that the most significant role that BIG can play in the beef industry is through providing an environment through which the members can raise animal performance. In addressing this challenge it is recognized that performance may be raised through both qualitative and quantitative pathways, and be expressed through either improved management or improved breeding.

An area where BIG is supporting the industry, and in particular Breed Societies, is through the accurate collection of individual animal breed composition and parentage. The advantages of this type of data will be in the accurate reporting of between breed performance and the collection of progeny growth and carcass performance for inclusion in Sire Evaluation Reports. Within and between breed evaluations for carcass attributes is sadly lacking in New Zealand and yet Australian data, as reported by the Meat Research Development Corporation (MRC), suggests that up to 50% of our opportunity for increased beef quality is available through genetic improvement.

### A practical management example

A practical example of how information from a large data-base can be used is shown in Graph I on page 7. The data relates to pH performance within the BIG database from the period July 1997 through to November 1997. There are 1671 animals in the analysis including 326 heifers, 567 steers and 778 bulls.

Graph I



Overall, 98.2% of heifers, 94.5% of steers and 66.2% of bulls had pH levels of 5.8 or less. These results compare favourably to surveys previously conducted by MIRINZ. Of significance is the result for bulls which in the MIRINZ survey showed only 29% with pH levels of 5.8 or less. However it should be noted that, as yet, our results do not cover the summer and autumn period.

### A practical breeding example

BIG believe that we also need to concentrate on reducing the cost of production. For example the subject of attention at the most recent round of our quarterly Beef Study Group meetings was beef cow efficiency. Data from one farm showed that the top 20% of cows were producing 57% of their own weight in calf weaning weight whereas the bottom performing 20% could only manage 33%. With AgResearch's technical support BIG are addressing these sorts of issues.

Graph II shows the results for cow efficiency for a mob of Hereford cross Friesian cows from one property.

# Beresford Simmentals



Warren Burgess  
Puketiro  
R.D. 2 Owaka  
Phone/Fax (03) 415 8019



AW6 and Calf



1998 Sale Bulls by:

- Ohio Aztek
- Beresford Detroit
- Beresford AC69
- Levels AC48

Beresford's strengths can be attributed to its Maternal side which is run in a Commercial Situation along with a large Simmental/Hereford cross herd.

- Breed Plan Recorded
- Scanned for Eye Muscle
- TB C9 and Sale Tested Clear

## COMBINED OWAKA BULL SALE

Wednesday 13th May  
at 2.00pm (on concrete)  
28 Bulls

Enquiries Welcome

Detroit

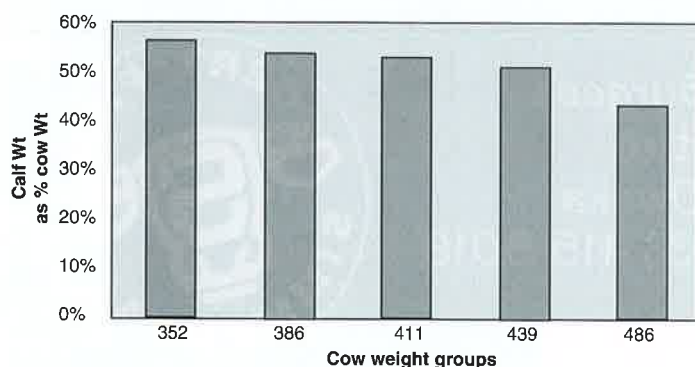


Detroit reappears as the Sire of several top Bulls in the 1998 Catalogue – including 3 stud prospects.

Proud to be  
part of



Graph II



#### Summary points

- Effective beef animal traceability demands an individual animal identification system
- The benefits of traceability (and therefore individual animal ID) extend beyond tracking animals for food safety reasons and include:
  - + continuous improvement gains in production efficiency and quality production
  - + more organised supply of cattle for market whether store or prime

- + potential to reduce sale costs through less sale transactions by connecting breeders with finishers
- + connecting vital breeding data and carcass data into a common information system
- + an effective means of TB surveillance not previously possible

- A comprehensive cost-benefit analysis would likely reveal that the benefits of individual animal ID and traceability would far and away exceed the cost. As yet no such analysis has been actioned.

#### Conclusions

- The traceability challenge for beef producers is set firmly on identifying the origin, movements and management regimes experienced by individual animals before they are presented for processing.
- The realisation of opportunities, which have been illustrated in the examples shown, are only possible with individual animal identification.
- BIG have their system in place, it's taken us 3 years to get to a point of confidence in delivery. We now welcome your support.

**It has been a pleasure to be the Major Sponsor of the Celebrations marking the 25th Year of Simmentals in New Zealand – at the National Bull Sale in Palmerston North and the Royal Show in Christchurch.**

**We recognise the contribution the Simmental Breed is making to the Cattle Industry and look forward to the next 25 years of association with the breed and its breeders.**

**MAKE US YOUR FIRST CALL –  
We put Meat into Marketing Pedigree Livestock**

**Bruce Orr** 025 941 955  
**Hamilton**

**Kevin Ryan** 025 426 894  
**Hastings**

**Ray Moss** 025 936 828  
**Feilding**

**Don Robinson** 025 939 216  
**Stud Sheep**

**Micheal Steel** 025 971 674  
**Christchurch**

**Snow Hellyer** 025 325 766  
**Dunedin**

**Graham Bezett** 025 339 119  
**Dunedin**

**Neil McCrostie** 025 335 112  
**Invercargill**

**Guy Sargent, Stud Stock Manager 025 437 658**



# Waingaro Simmentals

## What's happening?



Mainstream

The cows have weaned a great line of calves in the worst drought 'ever'.

Dominant Sires –  
"Mainstream" and "Hans"  
– Semen available.'

Craig and Julie's Romneys in their first year have weaned at 10% above the regional average for multiple births.



"MURPHY" – Sadly Murphy will not be with us for another Christmas. The new truck owner... she has yet to be named, any suggestions?



Don is flat out producing his  
'CUSTOM MADE HARDWOOD  
FURNITURE'.



ENQUIRIES WELCOME:

Craig & Don Graham • Waingaro • Parnassus • North Canterbury • Ph 03 319 2839 • Ph/Fax 03 319 2809

# **SOUTHERN SIMMENTAL ALES WEEK** **11TH-14TH MAY 1998**

**1** Monday 11th - 11.00am,  
**Central Otago Simmental Bull Sale**  
Omakau Saleyards  
Helen & John Paterson, 'Ida Valley', Herd 470

**2** Tuesday 12th - 1.30pm  
**'Triple 'S' Bull Sale**  
Nothorn Southland Selling Centre, Castlerock  
Ross & Joan Cockburn 'Prospect', Herd 1202  
David & Lynn Dickie 'Windy Ridge', Herd 1502  
Woody & Eppi Rouse 'East Dome', Herd 901

**3** Wednesday 13th - 10.00am  
**Southern Simmental Sale**  
Charlton Saleyards, Gore  
Graeme & Lorraine Bain, 'Pinelee', Herd 1234  
Eddie & Judy Conlan, 'Tara Hills', Herd 1258  
David & Kathryn Keown, 'Lone Pine', Herd 1265  
Bill & Maureen Lott, 'Sunnyvale', Herd 1178  
Trevor & Roland Potter, 'Ohio', Herd 1444  
John and Joyce Robins,  
'Robot' & 'Southern', Herd's 585 & 1

**4** Wednesday 13th - 2.00pm  
**Combined Owaka Bull Sale**  
Owaka Saleyards  
Warren & Stephanie Burgess, 'Beresford', Herd 1205  
Lloyd & Gordon McLay, 'Westview', Herd 1078

**5** Thursday 14th - 1.30pm  
**Glenside Simmentals Annual Production Sale**  
On farm - Waitahuna  
McCorkindale Family, 'Glenside', Herd 1312



***Know what you're buying!***  
***Reap the benefits of using Breedplan analysed bulls***  
***only available from a registered Simmental breeder!***

# An Accountant's

## Perspective

# Perspective

Differentiate, brand and add value. Those are three key expressions used by marketers and economists alike to describe what needs to happen within the New Zealand economy to ensure that it continues to prosper. For many years New Zealand has been the seller of commodities, products which are exposed to the vulnerabilities of international commodity prices and to the relative competitiveness of New Zealand compared to other nations. The future, given the limited size and available resources that New Zealand has, is to make sure that maximum value is added to the product, there is significant variation and that there are clearly identifiable brands. The objective is to make sure the products are worth more than commodity prices and are perceived by the final consumers to be something special and worth paying a premium for.

The corner stones of a successful export industry include a strong competitive home market with demanding consumers who seek quality and innovation and a competitive advantage in the production of the product. The beef industry in New Zealand has some of the key ingredients. It does have a strong local market and New Zealand does have a degree of competitive advantage in relation to production and processing of meat products. What appears to be lacking is strong branding and breed differentiation that would make consumers seek specific products rather than the general product "beef".

The Simmental Society needs to be actively involved in promoting the brand and quality of its breed line. The challenge to the meat industry is to ensure that the product that is being marketed is achieving the highest possible returns in the local and world markets. The challenge for Simmental is to make sure that it is part of this drive, that it can differentiate its products and that it can create the perception in the minds of the consumer that there is something special about a Simmental cut. Without this differentiation the market will remain vulnerable, particularly to the American market and to the European beef scares.

Clearly the need for breed differentiation starts at the very beginning of the chain and the breeders need to continue to strive to develop the highest quality animals which will give the consistency that is required to produce a differentiated and well known Simmental end product. The rollercoaster ride in the financial fortunes of breeders and growers alike will continue. The aim, however, should be to try and minimise the dips, trying to reduce the vulnerabilities of the breed to influences outside of its control. The Simmental name needs to be very strong in the minds of the consumer.

**Brian Souter**

**Accountant to Simmental NZ**

*The difference between  
your ability to work  
productively on your  
farm and hours on  
paperwork could be  
your accountant*

*For cost-effective advice and  
account management call*

**Brian Soutar**

**Brian Soutar & Associates  
Chartered Accountant**

BNZ Building  
Level 6  
137 Armagh Street  
Christchurch  
PO Box 6100  
Telephone (03) 366-0829  
Fax (03) 379-3876

# Accidents *and* Hazards on your Farm

## Do You Know What They Are?

The Health and Safety  
in Employment Act  
1992



Celia Barker,  
Cavell Leitch Pringle &  
Boyle - Solicitors

### How are you Responsible if:

- Your child finds the meths and starts a fire?
- Your child and friends tip some Pour on Dip over themselves?
- The truck company driver slips over on a stone and injures his back while loading in your yards?
- The forestry contractor cuts himself on your land with his own chainsaw?
- A member of the public walking on your property has a run in with your aggressive animal?

Many farmers have understandable concerns about the Act. How can they comply with it? They think it demands too much. Many probably see it as further unreasonable bureaucratic interference in their lives. Many have done nothing and just don't know where to start.

### The Main Injuries to Farmers and Farm workers are:

- Back injuries (1 in 2 suffer back pain)
- Injuries from Animals (cattle mainly)
- Machinery injuries (1 in 10 injured mainly by tractors, farm bikes and chainsaws)
- Health Problems (High risk for: Skin Cancer; Hearing Loss; Problems with Chemicals, e.g. Herbicides, Dips and Pour ons.

### Fatal Accidents:

- Farmers have a high rate and 1 in 3 occurs to a child under the age of 15.

#### Main Causes:

Drowning;  
Machinery and Vehicles;  
Firearms  
Animals  
Burns  
Chemicals  
Electricity  
Trees.

### Good Management is the way to prevent accidents.

You must have a system (not just in your herd!) for:

- Identifying hazards to employees at work;
- assessing hazards; and
- Managing hazards so people are not harmed.

Many hazards are part of farming, chemicals etc.

**But:** Can you throw out unwanted pesticides?

Can you use a less toxic chemical?

**Or:** Can you put a guard on a tractor power take off or milking machine?

Can you use an isolating transformer when using electricity outside?

**If:** You can't get rid of, or do anything to prevent a potential danger, can you do something to reduce it?

- Carry a First Aid Kit;
- Drive carefully on steep slopes;
- Be careful when towing;
- Make sure machinery is well maintained;
- Make sure you train those people driving your machinery;
- Make sure people wear hearing protection and respirators.

### Is This Common Sense?

Most will agree it is; but often due to lack of knowledge or sloppy attitudes people on your farm won't do the sensible thing. The person most concerned what happens on your farm is you. You, the farmer, have to take responsibility for training; e.g.

1. What should you and people on your farm should do in the event of an emergency?
2. What hazards will you or they be exposed to, or will you create?
3. How to reduce potential for problems e.g. Adequate training on machinery? Don't assume knowledge. Take the time to check.
4. What to wear and where safety clothing and equipment is kept.

### Encourage its use and lead by example.

This law may be commonsense put into words, but as you would expect, it can get cumbersome. It is hard to make laws simple, there are so many exceptions. However if you make the effort to comply with this Act, your family, contractors and employees will be safer. You will also reduce any buried fears you may have regarding the safety of them and also the public, e.g. have you thought about telling the public where not to go? Have you put up signs for a permanent problem or serious temporary hazard e.g. when cyanide bait has been laid?

If someone on your farm is seriously hurt, and you can show you did all which could be reasonably expected to prevent anything happening, you are not guilty of an offence.

**Beware:** Penalties are fines of up to \$100,000.00 and or one year in prison.

You should make sure you have identified hazards on your farm and you know what is required of you.

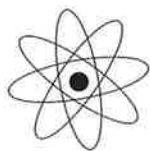
There are many publications and videos to help you. The important and difficult thing is to set aside the time to get your systems going and to keep them updated.

### Here's to Healthy Happy Farming!

*Brian Alridge's grand-daughter, Marie, with one of Tony Partridge's (Ladburn Stud) show entries.*



# DNA tests and genetic improvement



**Mike Tate,  
AgResearch Molecular Biology Unit,  
University of Otago, Dunedin**

Over the last ten years, genes have been discovered which influence almost every facet of life. Gene tests in humans can now detect a wide range of inherited conditions, from cystic fibrosis to alcohol intolerance. This ability to test for and potentially cure genetic disorders raises many serious social and ethical issues in human medicine. In livestock, however, genetic tests simply offer a way to assist what man has been doing for centuries: selecting the best animals for breeding.

Over the next ten years, an increasing number of gene tests will become available for cattle. These tests offer the opportunity to increase the rate of genetic improvement and the flexibility of production systems. However, if the tests are not applied wisely, there is also a danger that longer term genetic gains will be compromised in favour of short term progress in some traits. This article examines the potential use of DNA testing in cattle breeding programmes with special reference to recently discovered genes and DNA tests which may assist genetic improvement of the Simmental.

## **DNA and gene markers**

The genetic blue prints for an animal are written in the structure of the chemical called "DNA". One entire set of instructions on how to construct a cattle beast involves approximately 300 million letters of DNA code. This DNA is packaged into 30 separate chromosomes and contains approximately 100,000 genes (the units of the code which actually do things).

Every individual has two complete sets of DNA information (60 chromosomes), one set derived from its sire and the other from its dam. These are replicated in almost every cell in the animal's body. Sexual reproduction continually produces unique individuals by shuffling the two copies of DNA code and selecting only one composite set of instructions to pass on via a sperm or egg. Thus, the genetic code is passed down from one generation to the next with each new individual containing a different, reshuffled, combination of genes derived from its parents and grand-parents.

Even five years ago the prospect of tracing one piece of DNA from one generation to the next was a daunting task. However, recent developments in DNA markers and DNA make this tracing almost routine. DNA markers are simply bits of DNA which can be reliably identified in the laboratory. For example, you can use a DNA marker to determine if a sire has passed on a particular section of DNA or gene to one of his progeny. Thousands of DNA markers are now available in cattle and the locations of these on the chromosomes have been mapped. By choosing a set of 200-300 markers distributed evenly across the 30 cattle chromosomes each part of each chromosome can be followed from one generation to the next.

In a growing number of experiments, scientists are using these markers and maps to locate genes which have a large effect on beef cattle production. The first genes to be found are those with the most obvious visible effects, these include (1) a gene on cattle chromosome 18 (called MSH - the melanocyte stimulating hormone gene) which influences the base coat colour of the cattle (red or black), (2) the Polled Gene located on cattle chromosome 1 which causes the absence of horns and (3) the myostatin gene located on cattle chromosome 2 which causes the double muscling condition seen most commonly in the Belgian Blue and Piedmontese cattle breeds. These genes are among the first to be described and mapped in beef cattle but many more useful genes are expected from ongoing gene discovery studies in cattle.

## **Applications of DNA technology**

The large number of DNA markers available in cattle provide almost unlimited power to uniquely identify individual animals and to follow their genes through pedigrees. The impact of these on cattle breeders is likely to be in two areas

- (1) the increased power of parentage and animal identity tests
- (2) the use of markers to predict the presence of certain genes.



# Hampton Downs Simmental

Proprietors Malcolm and Ngaire Entwisle

Hampton Downs Simmental specialises in solid patterned, polled, black and red Simmental with a programme concentrating on predictability and balanced trait selection.

## Our breeding programme emphasises:

- High direct calving ease and low birthweight
- Moderate frames with easy fleshing
- Maternal strength
- Consistent and solid colour pattern
- Polledness

Our search for only the very best polled genetics available in the world recently took us to Canada where we inspected four generations, both maternal and paternal, of Bar 5 Paymaster 1334D. Paymaster's first calves are now on the ground at Hampton Downs and performing to expectation. They are beefy, heavy, deep bodied, thick calves with plenty of bone and real freedom of movement. Paymaster is destined to be a force in the Simmental world and is proving to be an easy calving sire of performance gifted progeny. In the future just keep watching this space. Inspections are welcome.

## In the meantime we offer for sale at this year's National Bull Sale two outstanding bulls.

**POT BLACK**, sired by PPSR 8-Ball and out of a Black Polled Dakota dam is double bred homozygous polled and double bred homozygous black. This is a mix of two trait leading sires from the "States" and that can be seen in his own performance.

**FUERSTENFELD**, out of a classy polled moderate framed cow is the first New Zealand born son of new International Simmental star sire, Eldorado. Eldorado is widely regarded as the most positive Fleckvieh to leave Germany for years and passes on calving ease and very strong maternal genetics. Fuerstenfeld would be one of the smoothest bulls we have bred.

Select the traits you need and we will provide the genetics that will help you reach your goals. Breeding cattle is a serious business, so if you want to talk "bull", come talk with us.

Serious Business?



**Hampton Downs Fuerstenfeld**

Talking Bull?



**Hampton Downs Exhibitor**

*(photos courtesy of Dianne Dawson)*

**Enquiries and inspection welcome at all times by contacting either our Stud Master, Barry Pope Ph/Fax (07) 826 3195 or ourselves at Ph/Fax (07) 826 3194.  
Hampton Downs Road, Te Kauwhata.**

## Parentage testing and progeny tests

Parentage tests based on blood type have previously been used in stud cattle to verify that recorded pedigrees are correct and occasionally solve cases of unknown sire.

DNA testing provides a much more powerful platform for parentage testing. From the thousands of DNA markers developed in cattle, smaller subsets of markers have been selected for routine parentage testing. DNA testing is now being adopted world wide as the standard for parentage testing. Various subsets of markers have been tested and the International Society for Animal Genetics (which meets in Auckland this year) has recommended standard sets of markers for cattle parentage testing. This internationally recognised test is currently available in New Zealand from AgResearch's **Genomnz** laboratory.

One of the exciting new possibilities for DNA parentage testing is its use to match calves to their sire after multi-sire mating. This would make it possible to conduct a progeny test in a normal production herd, with normal production herd management. Indeed if the test was powerful enough, a Simmental breeder could trace genetics from the breeding herd, through production herds, to processors and on to consumers' dinner plates. The benefits of this could be enormous if product quality data could be fed back directly to breeders.

This process may become particularly important in selection for improved carcass quality and meat quality. These are key factors for the market, but are difficult to breed for. Even when meat quality information is available on individual animals from the processor - breeders are one step removed and must arrange specific progeny tests to evaluate their animals. DNA parentage matching could bridge this gap between stud and meat animals, for example by matching carcasses back to their production sires and ultimately their stud sires or grand-sires.

The main barrier to the practical implementation of such information trace-back systems is the cost. The standard marker sets routinely used for parentage testing are not powerful enough to do such trace-back routinely so additional markers would have to be used. Using today's DNA technology, this equates to approximately NZ\$ 50 to 100+ per test (depending on the power of the test required). Such cost means that information gained from a progeny test must be very valuable to make it worth while. However, it is widely predicted that the speed and power of DNA

techniques will increase and costs reduce over the next 5 years. If so, DNA tracing and progeny testing may be widely applicable in genetic improvement programmes.

## Application of gene tests in Simmental breeding

How many genes determine the difference between an animal with outstanding production characteristics and an average or poor performer? Breeding values such as those produced by BLUP (best linear unbiased prediction) are based on the differences between animals being caused by many genes of small effect. In contrast, gene tests have application when only one or a very few genes have a sizable effect on a particular characteristic. In practice, both situations occur and selection decisions of the future will increasingly include a combination of both breeding values and gene test data.

The following paragraphs introduce three recently discovered gene tests which may have relevance to New Zealand Simmental breeders, and provide practical examples of how gene tests might be used. None of these tests are routinely available in New Zealand but they could be arranged if demand was sufficient.

Cattle carrying the **polled gene** are born without horns. In European cattle, the main gene controlling the polled condition is located on chromosome 1. The polled gene is dominant so cattle with two copies of the polled gene (PP) are always polled and will always have polled offspring. Animals with one copy of the polled gene and one copy of the horned gene (Pp) are also polled, but their progeny may be horned if they are mated to a horned animal (or another carrier of the polled gene).

Researchers from Australia and Belgium have recently identified DNA markers from chromosome 1 which are located very close to the polled gene. These markers can be used, in conjunction with pedigree information, to distinguish true breeding polled animals (PP) from polled gene carriers (Pp). Such a test has obvious application for a breeder wanting to introduce the polled gene into a new herd, or trying to establish a true breeding polled herd.

**Coat colour** in cattle is controlled by several interacting genes. Recently researchers from Norway have identified one of these genes. This gene, called MSH or melanocyte stimulating hormone, is one of the primary genes determining whether or not a Simmental is red in colour. Animals with red coat

colour carry two copies (one from the father and one from the mother) of a specific mutation in this gene. Red coat is recessive so animals with only one copy of the "red mutation" are black or occasionally other colours. A gene test for the red mutation would detect black animals which carry the recessive red mutation. Using the gene test to identify these animals, a breeder could more rapidly select red coat colour into or out of a herd. However, while a particular coat colour may be fashionable, it could be economically unwise to compromise selection for performance in other traits so as to change coat colour rapidly.

**Double Muscling** is the characteristic most commonly associated with the Belgian-Blue and Piedmontese cattle breeds although it can also occur in other breeds. The gene, called "myostatin" which causes double muscling has recently been discovered and is the subject of intensive research by AgResearch scientists. Normal muscling is partially dominant over double-muscling. Only animals which carry two copies of the gene are truly double muscled, while animals with one copy do show a higher muscle mass. A gene test could be used to help identify such carrier animals or new mutations which may contain less extreme increases in muscle mass.

### Summary

Experiments in progress will identify an increasing number of genes and genetic tests which have relevance to cattle breeding. These provide new opportunities for cattle breeders to increase the rate of genetic improvement and to maintain greater flexibility by using gene tests to rapidly select particular characteristics into or out of a herd. However, gene tests also introduce a new "trap" for cattle breeders. This is that long term gains in performance may be compromised by the selection for short term goals. More than ever, detailed analysis of the economic value of different selection strategies needs to be assessed before decisions are made.

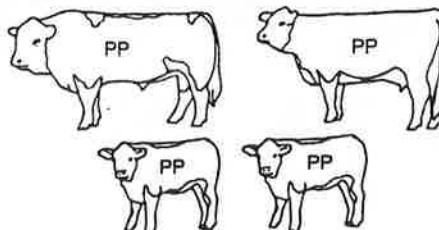
While additional gene tests are an exciting prospect, the greatest impact of DNA technology may, in fact, come from improved parentage tests. These could provide a way to gather pedigree information from production or stud herds which are multi-sire mated. Using this technology breeders and producers could progeny test bulls as part of normal herd management allowing market data to be fed back more directly to breeders and reinforcing the cycle of genetic improvement in breeds such as the Simmental.

## APPENDIX C.

### The Basic Genetics of Polling

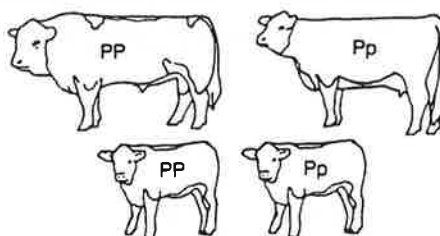
Here are some examples of breeding for the polled condition. Keep in mind that **each parent passes one-half of its genetic makeup to its offspring**. (The genes causing scurred calves are not considered in these examples.)

- 1) Homozygous polled sire (PP) Homozygous polled dam (PP)



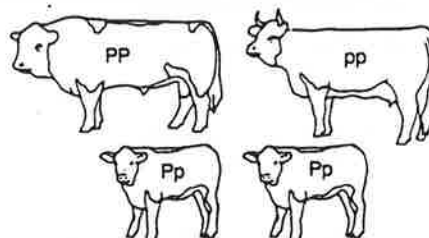
All calves will be homozygous polled (PP)

- 2) Homozygous polled sire (PP) Heterozygous polled dam (Pp)



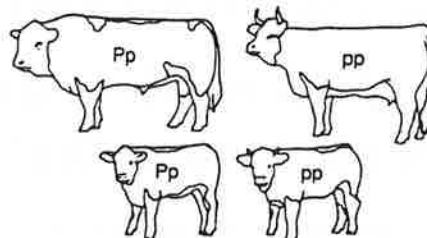
50% of calves will be homozygous polled (PP), and 50% heterozygous polled (Pp)

- 3) Homozygous polled sire (PP) Horned dam (pp)



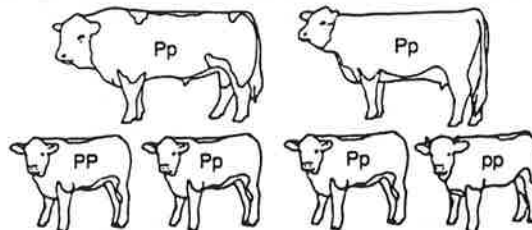
All calves will be heterozygous polled (Pp)

- 4) Heterozygous polled sire (Pp) Horned dam (pp)



50% of calves will be heterozygous polled (Pp) and 50% horned (pp)

- 5) Heterozygous polled sire (Pp) Heterozygous polled dam (Pp)



25% of calves will be homozygous polled (PP), 50% heterozygous polled (Pp) and 25% horned (pp). (Note that even though the horned calves resulted from mating two polled animals, they are genetically the same as if they were from horned parents.)

# WHAT HAVE THESE BULLS IN COMMON?



**They all sold at last year's National Sale - Av. price \$6000**

# WHAT HAVE THESE BULLS IN COMMON?

Glen Anthony Tommo	Waingaro	1990
Glen Anthony Yukon	Kapiti	1991
Glen Anthony Zeus	Willowbrook	1992
Glen Anthony Argyle	Alyth	1993
Glen Anthony Bonanza	Mangakuri	1994
Glen Anthony Sargent Pepper	Wai iti	1995
Glen Anthony Debonair	Waiwhare	1996
Glen Anthony Exon	Cornwall Park	1997

- They all sold to top Simmental breeders
- They were all noted for muscling and thickness
- They all made a great impact on their new studs  
–in each case their EBV's improved markedly.

**THE MESSAGE IS CLEAR**  
**FOR MAXIMUM IMPACT AT MODERATE PRICES**  
**BUY A GLENANTHONY BULL THIS YEAR**

**Bull Sale • 10th June 1998 • 12.30pm • Waipukurau**  
**Four Entries National Sale 14th June**

**Glen Anthony Simmental Stud**  
**Tony & Glennis Thompson, RD4, Waipukurau**  
**Ph/Fax (06) 858 8705**

# WHEN ONLY THE BEST WILL DO ... WHY COMPROMISE?



**Neil Sanderson M. V. Sc, &  
Rose Bulle B. Sc**  
'Hopetoun', RD, Hawarden  
North Canterbury,  
New Zealand  
Ph (03) 314 4096  
Fax (03) 314 4558  
Mobile 025 332 919

## What's the secret of success in embryo transplant?

The Donor and the Recipients and how they are handled and managed will ultimately determine the success of your programme. Nutritional, environmental and physiological requirements all need to be accounted for. It takes experience and a feel for cattle. Advanced Genetics have these skills and run their transplant facility alongside their stud cattle operation. This has made us one of the most productive transplant facilities available.

If you want to entrust your best cow to us you know she will be in good hands.



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Featuring the latest in tag technology – "Laser marking"

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LOCAL FARM  
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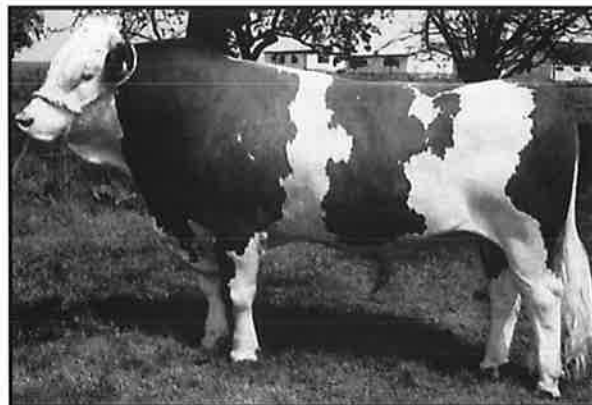
**No. 1 in Livestock Identification**

# SIRES FROM THE ARCHIVES

ONCE AGAIN WE HAVE GATHERED TOGETHER SOME PICTURES OF BULLS FROM THE ARCHIVES, MANY OF THESE ORIGINATE FROM SCOTLAND. IT'S CERTAINLY INTERESTING TO COMPARE THESE GREAT SIRES OF YESTERYEAR TO TODAY'S BULLS.



Scottish Plato



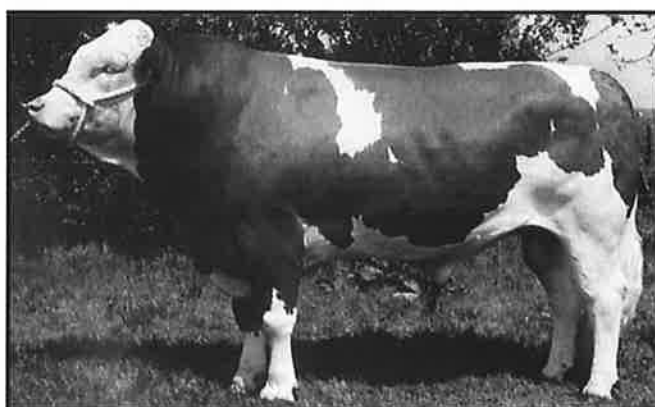
Scottish Marder



Scottish Extra Special



Scottish Patron



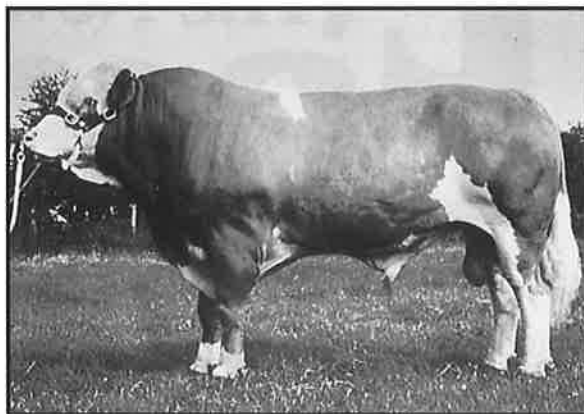
Scottish Helli



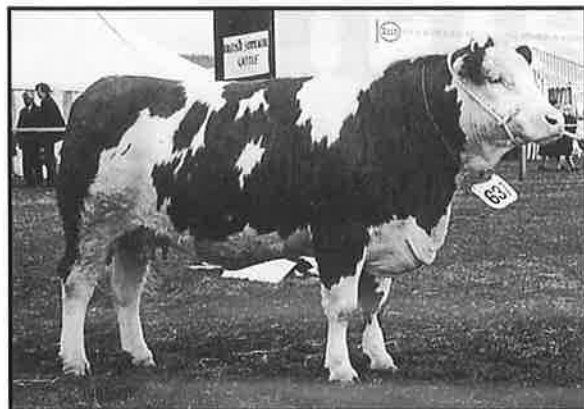
Scottish Metist



Scottish Neff



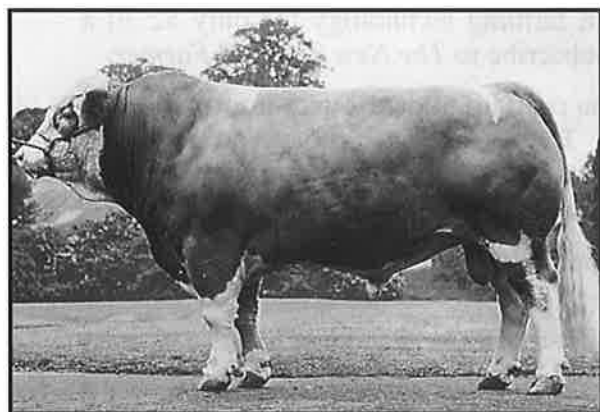
Scottish Marquis



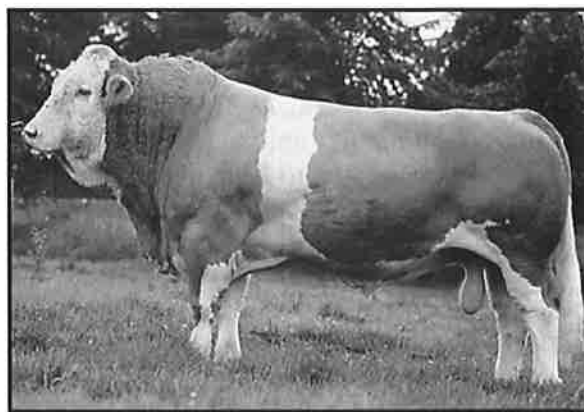
Scottish Big Michael



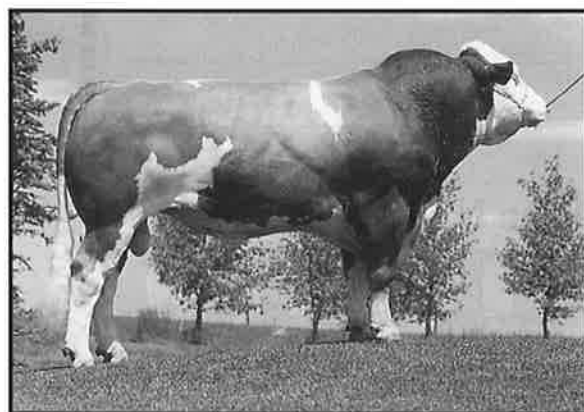
Scottish Hellas



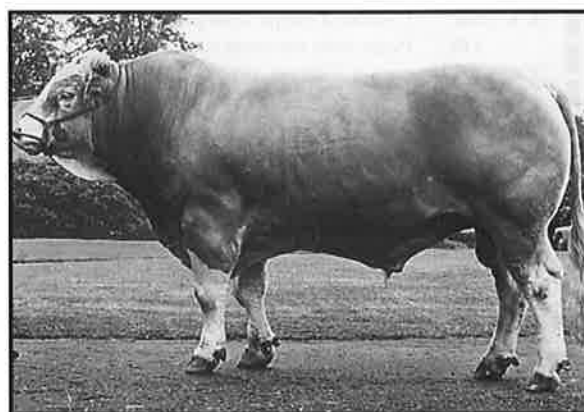
Scottish Neptune



Heywood Esquire



Mickey Mantle



Scottish Herod

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# *Commercial & Stud Bulls on Offer...*



*... at the Central South Island  
Simmental Bull Sale*

**Temuka Selling Centre**  
**Wednesday 10 June, 1998**

*Enquiries & Inspection  
most welcome*

**Alyth  
Simmentals**

Rodger Caird  
No. 2 RD, Timaru. Phone (03) 686 4879

# WAIKATO AND DISTRICTS CLUB NEWS

Members of the Waikato and Districts Simmental Club have gathered together on many occasions over the 1997/98 year, educational, promotional and social.

A Judging School was held in May at the property of Barry and Dot Anderson, Te Kawa. We thank Barry and Dot and also many thanks go to Tony Thompson who travelled from Waipukarau to impart some knowledge on the subject.

many members of the Club took the opportunity to attend the NZ National Fielddays at Mystery Creek in June, and at the same time assisted the Club and the Simmental Society by spending time talking with visitors at the Simmental site.

July 3 was the day of our annual bull sale - an encouraging sale, and once again an event which would be impossible to hold without the endeavors of members of our Club.

Spring is always a busy time for all members and our next gathering was November 9 at the property of John and Lorraine McNaughten. The afternoon was arranged by John, Lorraine and Barry Pope and focussed on encouraging members who are interested in preparing cattle for the show ring. Once again, a rewarding and informative day.

December 14 saw members gather at Janet and Brian Holland's home, Ngongotaha, for our

Christmas meeting and BBQ lunch. A brilliantly fine day and once again a delectable lunch was enjoyed.

On February 14 1998, the Club co-ordinated a visit to Cornwall Park Simmentals, Auckland. A great turn out of members, and even a mini bus of Northland Simmental breeders joined us for the day. Our thanks to Grant Latimer, his family and staff members for making such a success of this event.

The Committee have enjoyed arranging the various events through the year and would encourage more Club members to join us on these Simmental days.

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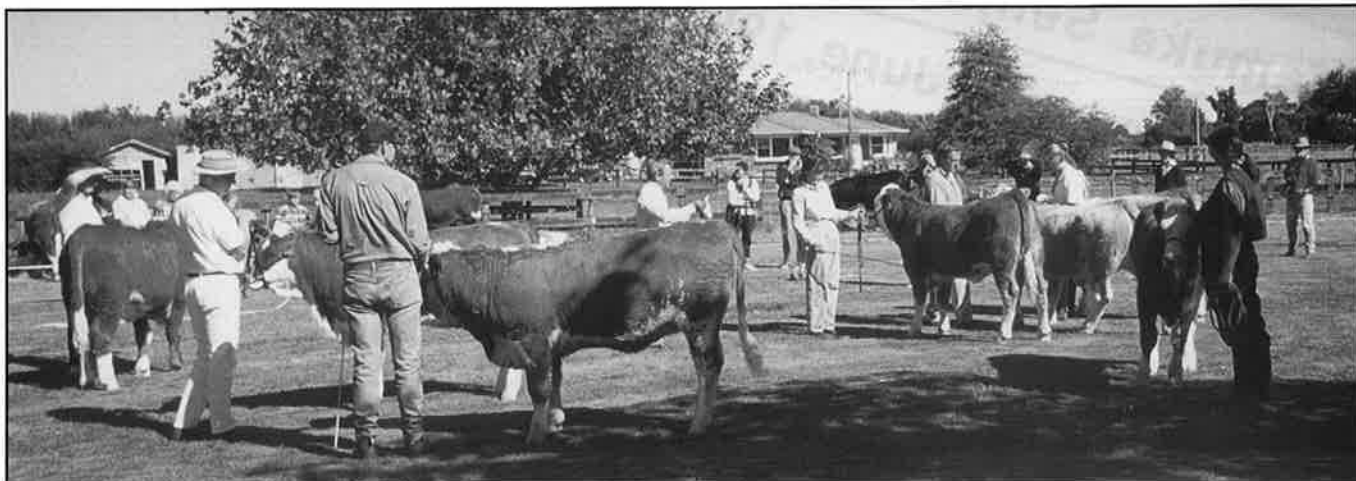
*Cornwall Park, 14th Feb 1998.*

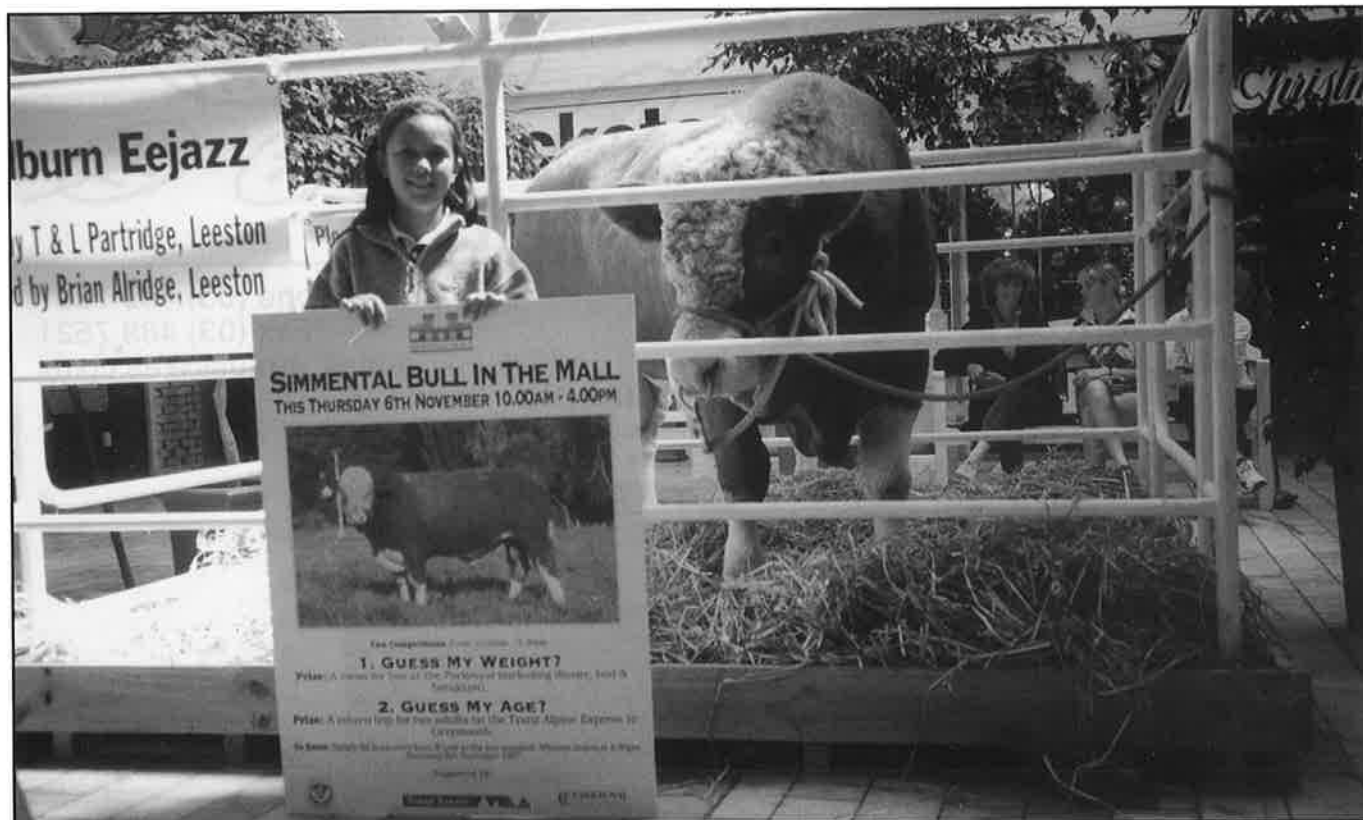
*The team who climbed One Tree Hill.*



---

*Club Day, April 1997*





*Ladburn Eejazz spending a day in town at the Christchurch Merivale Mall prior to the 1997 Royal Show.*



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New Zealand

Telephone (03) 489 7521  
Fax (03) 489 7521  
e-mail: [strauss@es.co.nz](mailto:strauss@es.co.nz)

## LEAFLAND GIDEON

Coopental Terrific x Glenside Bubble Gum  
Born 26 August 1997



Wt. 404 kg at 200 days

VISITORS WELCOME

Everd & Marie Strauss

# AILSA SIMMENTALS



3/4 of herd in top 25% in Australasia for 200 day milk  
70% have below average in birthweights • Renowned for quiet temperament

**From 70 Bulls, there will be 30 selected for auction on  
Thursday 11th June at 1.30pm  
on Farm Ohingaiti (south of Taihape)  
Free Delivery to your farm**

**PHONE NOW Michael Coombs (06) 322 9839 or Alastair Miln (06) 322 9883**

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**Camel Wheel  
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Enquiries & Inspections Always Welcome

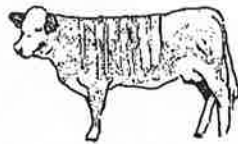
**John & Lorraine McNaughten**

RD1, Pokeno  
Phone (09) 232 5642

***Singing Hills Simmentals***

Dot & Barry Anderson

Te Kawa R.D. 3  
Te Awamutu  
Phone (07) 871 1824



**Ivan & Marj Strathern,  
Strathair Simmentals**



Bellevue Park  
Bellevue Road, RD 4  
Hamilton, New Zealand  
Ph 64-7-829 5756  
Fax 64-7-829 5759

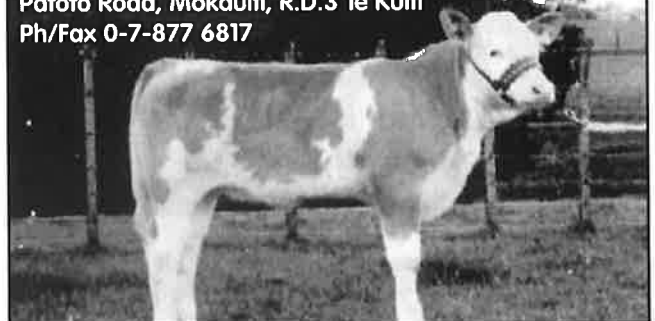
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Registered Herd Nr 1496

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Stud Master BARRY POPE

Hampton Downs Road  
R. D. 2  
Te Kauwhata  
New Zealand

Phone/Fax (64 7) 826 3194  
Phone/Fax (64 7) 826 3195



## Johnny Rogers Trophy

The Johnny Rogers Trophy was won by Karewa Crystal for the Most Outstanding Exhibit of the Over All Show at the Waikato Show 1st November 1997.

## Eight Meat & Wool Cups for Karewa Crystal

Three in a row! for Karewa Crystal at the Franklin A & P Show February 1998. Winning the prestigious Great Mercury Island Meat & Wool Cup for the third year in a row was quite a feat for Karewa Crystal, a four year old Simmental cow owned and bred by John & Lorraine McNaughten of Maramarua. She was paraded with her magnificent heifer calf, Karewa Glitter who weighed 450 kgs. Crystal and her THREE DAUGHTERS also won the four All Breeds female classes.

1st	Cow 3 yrs and over	Karewa Crystal and Glitter
1st	2 Yr Heifer	Karewa Emerald and Goldie
1st	1 Yr Heifer	Karewa Favourite
1st	Heifer calf	Karewa Glitter.



# show RESULTS

### Wellsford A & P Shows

15th November 1997

All Breeds Yearling Bull  
2nd Rivendell Firepower  
All Breeds Bull Calf  
2nd Rivendell Grenade  
All Breeds Heifer Calf  
3rd Rivendell Goddess

### Warkworth A & P Shows

no date given

All Breeds Yearling Bull  
4th Rivendell Firepower

### Helensville A & P Show

28th February 1998

All Breeds Yearling Bull  
1st Rivendell Firepower  
All Breeds Bull Calf  
3rd Rivendell Grenade  
Reserve Champion Male  
Rivendell Firepower

### Kumeu A & P Show

14th March 1998

Simmental Section  
Yearling Bull  
2nd Rivendell Firepower

### Bull Calf

1st Rivendell Grenade  
Reserve Champion Junior Male  
Rivendell Firepower

### Sale Date

Lower North Combined  
Simmental Breeders Bull &  
Female Sale  
7th July, 1998.

## Kumeu A & P Society

14th March 1998

Senior Female Champion

Karewa Crystal

Junior Female Champion

Karewa Favourite

Res. Junior Female Champion

Karewa Glitter

(all owned by J & L McNaughten)

Junior Male Champion

Springhill Field Marshall

Springhill Stud

Reserve Junior Male Champion

Rivendell Grenade

J & D Longville

All Breeds

Junior Male Reserve Champion

Springhill Field Marshall

Springhill Stud

Junior Female Champion

Karewa Favourite

Res. Junior Female Champion

Karewa Glitter

Senior Female Champion

Karewa Crystal

Supreme Champion Beef Animal

Karewa Crystal

(all owned by J & L McNaughten)



One tired Simmental Show Exhibitor!

## Morrinsville Show

7th March 1998

Cow or Heifer 2 Yr or over

1st Karewa Emerald & Goldie

J & L McNaughten

2nd Misty Moor Emma

W & H Woolston

Heifer 2 Yr old

1st Karewa Emerald & Goldie

J & L McNaughten

2nd Misty Moor Emma

W & H Woolston

Champion Cow

Karewa Emerald

J & L McNaughten

Reserve Champion Cow

Misty Moor Emma

W & H Woolston

Heifer 1 Yr

1st Karewa Favourite

J & L McNaughten

2nd Hampton Downs Fleur

M & N Entwisle

Heifer Calf

1st Karewa Goldie

J & L McNaughten

2nd Hampton Downs Gucci

M & N Entwisle

3rd Tokaweka Glamour Girl

J Aro

Champion Junior Heifer

Karewa Goldie

J & L McNaughten

Reserve Champion Junior Heifer

Karewa Favourite

J & L McNaughten

Bull 1 Yr

1st Hampton Downs Feurstenfelo

M & N Entwisle

Bull Calf

1st Hampton Downs Goldman

Sachs M & N Entwisle

2nd Hampton Downs Genemaster

M & N Entwisle

3rd Charisma Park Rolex

Kinder Ward

Champion Junior Bull

Hampton Downs Goldman Sachs

M & N Entwisle

Reserve Champion Junior Bull

Hampton Downs Genemaster

M & N Entwisle

Champion Male

Hampton Downs Goldman Sachs

M & N Entwisle

Champion Female

Karewa Emerald

J & L McNaughten

Supreme Champion Female

Karewa Emerald

J & L McNaughten

All Breeds

Heifer 1 Yr

1st Karewa Favourite

J & L McNaughten

Heifer 2 Yr

1st Karewa Emerald

J & L McNaughten

Bull 1 Yr

2nd Hampton Downs Feurstenfelo

M & N Entwisle

Cow or Heifer 2 Yr or over

1st Karewa Emerald

J & L McNaughten

Heifer Calf

1st Karewa Goldie

J & L McNaughten

Bull Calf

3rd Charisma Park Rolex

Kinder Ward

Supreme Champion Female

Karewa Emerald

J & L McNaughten

## Broadwood A & P Show Results

February 1998

Yearling Bull

1st Puriri Fitzpatrick

J & H Ellis

Cow with Calf at foot

1st Glen Anthony Embrace with

Gracie

2nd Puriri Beauty with Geordie

(all owned by J & H Ellis)

Yearling Heifer

1st Puriri Frieda

2nd Puriri Frauline

(all owned by J & H Ellis)

Yearling bull & Heifer

1st Puriri Fitzpatrick and Puriri

Frieda

J & H Ellis

Bull Calf

2nd Puriri Geordie

J & H Ellis

Heifer Calf

1st Nuweland Gypsy

D & J Marais

1nd Puriri Gracie

J & H Ellis

Best Breeding Animal

1st Glen Anthony Embrace

2nd Puriri Beauty

(all owned by J & H Ellis)

Champion Bull

Puriri Fitzpatrick

# show RESULTS

Champion Female  
Glen Anthony Embrace  
(all owned by J & H Ellis)  
Reserve Champion Female  
Nuweland Gypsy  
D & J Marais

## Mangonui A & P Show

Cow with calf at foot  
1st Puriri Beauty  
J & H Ellis  
Heifer 2 yrs and over  
2nd Puriri Ellie  
J & H Ellis  
Heifer 2 yrs and over with calf at foot  
Glen Anthony Embrace with Gracie  
J & H Ellis

Yearling Heifer  
1st Puriri Frieda  
J & H Ellis  
2nd Puriri Frauline  
J & H Ellis  
Bull Calf  
1st Entry  
D & J Marais  
2nd Puriri Geordie  
J & H Ellis

Heifer calf  
1st Entry  
D & J Marais  
2nd Puriri Gracie  
J & H Ellis  
3rd Entry  
D & J Marais  
Champion Female  
Puriri beauty  
Reserve Champion  
Glen Anthony Embrace

## Waimate North Show Results

November 1997  
Heifer 2 Yrs  
2nd Glen Anthony Embrace  
J & H Ellis  
Animal Most Suitable for Beef Breeding  
1st Glen Anthony Embrace

**Kaikohe**  
November 1997  
Heifer 2 Yrs  
2nd Glen Anthony Embrace  
J & H Ellis  
Yearling Heifer  
2nd Puriri Frieda  
J & H Ellis



**Franklin A & P**  
21st February 1998  
Heifer Calf  
1st Karewa Glitter  
2nd Karewa Goldie  
(both by J & L McNaughten)  
3rd Tokaweka Glamour Girl  
Francis Aro  
Heifer Yearling  
1st Karewa Favourite  
J & L McNaughten  
2nd Hampton Downs Fleur  
M & N Entwisle  
Junior Female Champion  
Karewa Favourite  
J & L McNaughten  
Junior Reserve Champion  
Karewa Glitter  
J & L McNaughten  
Heifer 2 Yrs  
1st Karewa Emerald with Goldie  
J & L McNaughten  
Cow 3 Yrs and over  
1st Karewa Crystal with Glitter  
J & L McNaughten  
Senior Female Champion  
Karewa Crystal  
J & L McNaughten  
Reserve Senior Female Champion  
Karewa Emerald

J & L McNaughten  
Grand Champion Female  
Karewa Crystal  
J & L McNaughten  
Bull Calf  
1st Hampton Downs AG39  
M & N Entwisle  
2nd Hampton Downs AG30  
M & N Entwisle

Bull Yearling  
1st Karewa Footman  
J & L McNaughten  
2nd Hampton Downs Pot Black  
M & N Entwisle  
3rd Hampton Downs  
Fuerstenfeld  
M & N McNaughten  
Junior Champion Male  
Karewa Footman  
J & L McNaughten  
Champion Male  
Karewa Footman  
J & L McNaughten  
Grand Champion Male  
Karewa Footman  
J & L McNaughten  
Best Two Yearlings  
1st J & L McNaughten  
2nd M & N Entwisle  
Bull & Two Females  
1st J & L McNaughten  
2nd M & N Entwisle  
Supreme Champion Female  
Karewa Crystal  
J & L McNaughten  
All Breeds  
Heifer Class (19 in class)  
1st Karewa Glitter  
2nd Karewa Goldie

# SOUTHERN ROBOT

**Herd 1**

**Herd 585**

*Pedigree is one thing – Performance is everything*  
*Conformation • Structure • Mobility • EBV's*

*Proud to be producing Quality  
Simmentals for 26 years*

**Herd Sire**

**GLENSIDE DJ AD31 Rascallion ex Munga Park Hannah**

Birth	200Wt	400Wt	600Wt	Milk
+2.1	+25	+43	+43	+2
76%	75%	73%	73%	53%

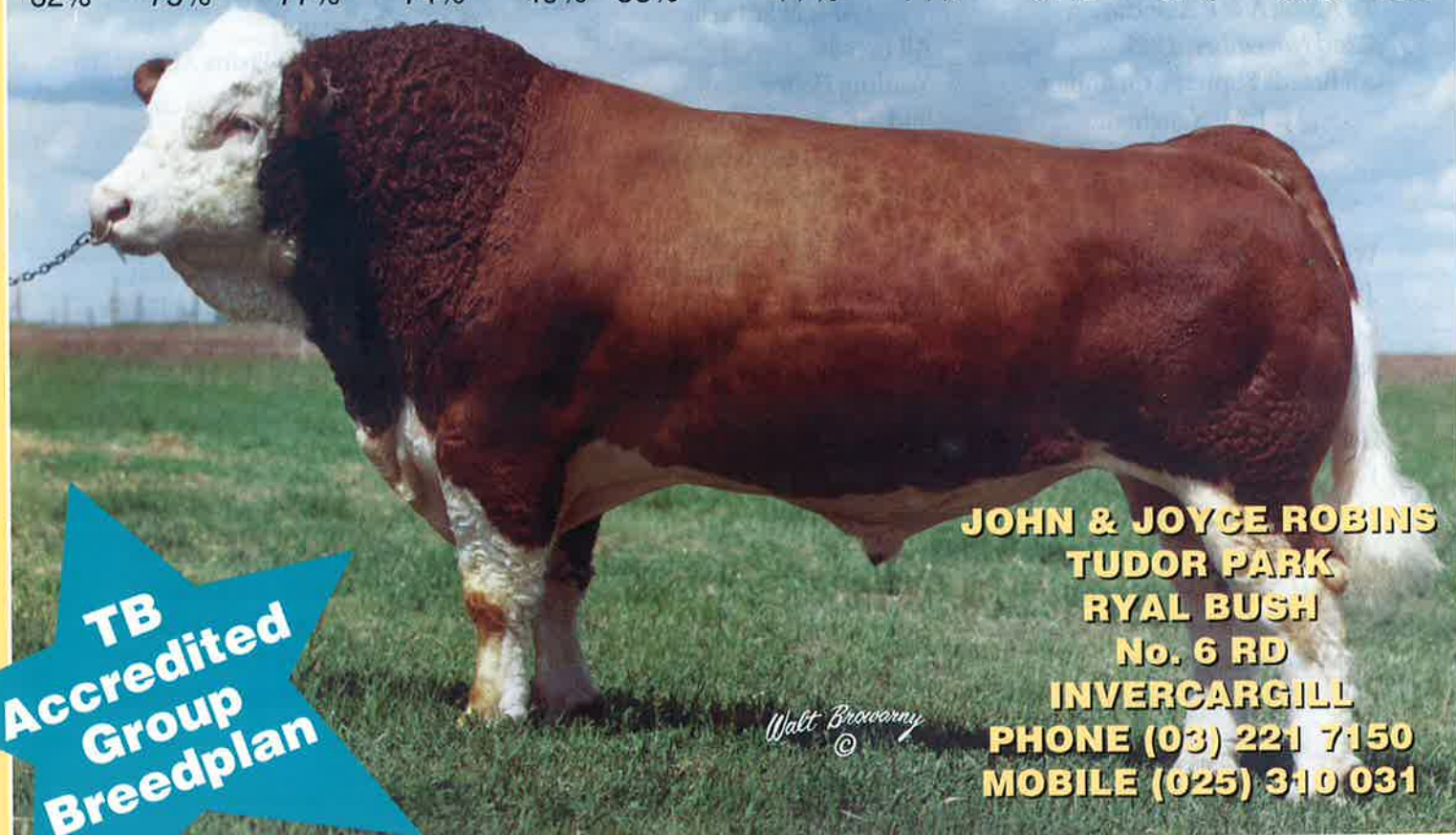
*Bulls by the below sires available at the Southern Bull Sale, Charlton 10.30am Wednesday, 13th May*

**by SOUTHERN 1AZ4**

Birth	200Wt	400Wt	600Wt	Milk	MV
+2.7	+21	+28	+41	+4	+7
62%	75%	77%	74%	49%	58%

**by GLENSIDE 'AROLD STEPTOE AA23**

Birth	200Wt	400Wt	600Wt	Milk	MV
+3.2	+19	+23	+29	+3	+6
77%	71%	67%	67%	55%	60%



**TB  
Accredited  
Group  
Breedplan**

*Walt Brown*  
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TUDOR PARK  
RYAL BUSH  
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INVERCARGILL  
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# show RESULTS

(both by J & L McNaughten)

Yearling Heifer (10 in class)

1st Karewa Favourite  
J & L McNaughten

2nd Hampton Downs Fleur  
M & N Entwisle

Yearling Bull (9 in class)

2nd Hampton Downs  
Fuerstenfeld

M & N Entwisle

2 Yr Heifer (8 in class)

1st Karewa Emerald  
J & L McNaughten

Cow 3 Yrs and Over (5 in class)

1st Karewa Crystal

Team of 3 (6 in class)

1st J & L McNaughten

Junior Herdperson under 16 years

1st Francis Aro

## Gt. Mercury Island Meat & Wool Cup

Karewa Crystal with Glitter at foot.

J & L McNaughten

## Clevedon A & P Association

23rd November, 1997

All Breeds Supreme Champion

J. & L. McNaughten

## Te Aroha A & P Association

22nd November, 1997

All Breeds Supreme Champion

J & L McNaughten

## Waikato A & P Show

1st November 1997.

Cow 3 Yrs and over

1st Karewa Crystal with Glitter  
J & L McNaughten

Heifer 2 Yrs

1st Karewa Emerald with Goldie  
J & L McNaughten

Heifer 1 Yr

1st Hampton Downs Fleur  
M & N Entwisle

2nd Karewa Favourite  
J & L McNaughten

Champion Female

Karewa Crystal

J & L McNaughten

Reserve Champion Female

Karewa Emerald

J & L McNaughten

Bull 1 Yr

1st Hampton Downs Pot Black

M & N Entwisle

2nd Karewa Footman

J & L McNaughten

3rd Entry

P Cowley

Champion Male

Hampton Downs

M & N Entwisle

Reserve Champion Male

Karewa Footman

J & L McNaughten

Supreme Champion Simmental

Karewa Crystal

J & L McNaughten

Best 2 Yearlings

1st Hampton Downs

M & N Entwisle

2nd Karewa Entry

J & L McNaughten

Breeders Group

1st Karewa Entry

J & L McNaughten

2nd Hampton Downs

M & N Entwisle

All Breeds

Yearling Heifer

2nd Karewa Favourite

J & L McNaughten

Cow 3 Yr and over

1st Karewa Crystal

J & L McNaughten

Yearling Bull

Hampton Downs

Fuerstenfeld

M & N Entwisle

Heifer 2 Yrs

1st Karewa Emerald

J & L McNaughten

Breeders Group

1st Karewa Entry

J & L McNaughten

Richmond Meat & Wool Cup

Karewa Crystal

J & L McNaughten

Founders Cup

Simmental Team 1st

Johnny Rogers Trophy

Supreme Exhibit Overall Show

Karewa Crystal

J & L McNaughten

## A & P Royal ShowResults

Judge: Mrs Jan Gray, South Australia.

Southern 3 Yrs and Over - Cow Class

1st Glen Anthony Simmentals

Glen Anthony AX05

Sire: Glen Anthony AR23

2nd AA & AT Partridge

Ladburn Chiffonette AC29

Sire Mr Dusty Dignified

3rd Avon Park Simmentals

True Blue Avon Park AX5

Sire: SBW Mickey Mantle

Puriri 3 Yr Cow Class

1st GM & LE Bain

Pinelee Lady Di AD14

Sire: Scottish Herod

2nd Glen Anthony Simmentals

Glen Anthony Delia AD16

Sire: Glen Anthony Aristocrat

Risingholme 2 Yr Heifer Class

1st Glen Anthony Simmentals

Glen Anthony Elite AE22

Sire: Great Guns Ferdinand

2nd D S Crosson

Risingholme Elvina AE7

Sire: Levels AZ95

3rd P & S McWilliam

Wai-iti Unique AE31

Sire: Glen Anthony Sgt. Pepper

Robot Champion Simmental Senior Female

Glen Anthony Simmentals

Robot Reserve Champion Senior Female

Glen Anthony Simmentals

Springhill Senior Yearling Heifer Class

1st AA & LA Partridge

Singing Hills FiFi AF8

Sire: Tokaweka Rascallion

2nd Enterprise Cattle Company

Moneymore Tamara AF36

Sire: Wai-iti Loch Lomond

3rd Willowbrook Simmentals

Willowbrook Francesca AF8

Sire: Willowbrook Dominator

# show RESULTS

## Ladburn Junior Yearling Heifer Class

- 1st P & S McWilliam  
Wai-iti Billow AF62  
Sire: Glen Anthony Sgt. Pepper
- 2nd Willowbrook Simmentals  
Willowbrook Firefly AF60  
Sire: Tokaweka Rascallion
- 3rd Glenside Simmentals  
Glenside Fondue AF607  
Sire: Rissington Admiral

## Ailsa Farm Champion Yearling Heifer P & S McWilliam

## Swiss Challenge Bell - Champion Yearling Heifer

P & S McWilliam

## Ailsa Farm Reserve Champion Yearling Heifer

A A & L A Partridge

## Pendeen Grand Champion Simmental Female

P & S McWilliam

## RAS Trophy - Gold Medal

P & S McWilliam

## Pendeen Challenge Trophy - Silver

## Cow - Grand Champion Female

P & S McWilliam

## Pendeen Reserve Grand Champion

## Simmental Female

Glen Anthony Simmentals

## Dunshaughlin 3 Yrs and over Bull Class

Springbrook Simmentals

Springbrook Transalpine AD129

Sire: Herrington Alpine

## Nga Tawa 2 Yr Bull Class

Glenside Simmentals

Westline Emperor AE2

Sire: Pukepuké Brent

## Puketawa Champion Simmental

## Senior Bull

Springbrook Simmentals

## Puketawa Reserve Champion

## Simmental Senior Bull

Glenside Simmentals

## Waingaro Senior Yearling Bull Class

- 1st Glen Anthony Simmentals  
Glen Anthony AF47

Sire: Glen Anthony Tralee

- 2nd Springbrook Simmentals

Springbrook Ferrari AF85

Sire: Springbrook Transalpine

- 3rd Enterprise Cattle Company

Moneymore Colossus AF1E

Sire: Wai-iti Loch Lomond

## Triple S Junior Yearling Bull Class

- 1st Glen Anthony Simmentals  
Glen Anthony Agoi AG01E

Sire: Kilbride Farm Nevada

- 2nd P & S McWilliam

Wai-iti South Pole AF105

Sire: Glen Anthony Sgt. Pepper

- 3rd Glenside Simmentals

Glenside Fast-track AF007

Sire: Eldorado

## Glenside Champion Yearling Bull

Glen Anthony Simmentals

## MSD/AGVET Challenge Tray-

## Champion Yearling Bull

Glen Anthony Simmentals

## Glenside Reserve Champion Yearling Bull

Glen Anthony Simmentals

## Falcon Aviation Grand Champion

## Simmental Bull

Springbrook Simmentals

## RAS Trophy - Gold Medal

Springbrook Simmentals

## Harlau Challenge Trophy (Silver Jug) -

## Grand Champion Bull

Springbrook Simmentals

## Falcon Aviation Reserve Grand

## Champion Simmental Bull

Glen Anthony Simmentals

## Simmental Society Supreme

## Champion

Springbrook Simmentals

## RAS Trophy (Simmental Society

## Silver Salver) - Supreme Champion

Springbrook Simmentals

## Milnerloo Two Yearlings Class

## 1st Glen Anthony Simmentals 2nd

P & S McWilliam

## 3rd Glenside Simmentals

## Brocade, Group of Bull and Three

## Females Class

Glen Anthony Simmentals

## Willowbrook one Sire's Progeny Class

P & S McWilliam

## Amuri A & P Association Show

7th March 1998

## Any other purebred Beef

## Cow over Two Yrs (6 in class)

## 1st Ladburn 'Chiffonette'

Tony & Lorraine Partridge

## Heifer under Two Yrs (7 in class)

## 1st Singing Hills 'Fi Fi'

Tony & Lorraine Partridge

## Champion Female

Ladburn Chiffonette

## Reserve Champion Female

Singing Hills Fi Fi

## All Breeds

## Heifer under Two Yrs (8 in class)

## 1st Singing Hills Fi Fi

Tony & Lorraine Partridge

## Bull Calf (9 in class)

## 1st Ladburn Garfield

## 3rd Ladburn Governor

Tony & Lorraine Partridge

## Heifer Calf (11 in class)

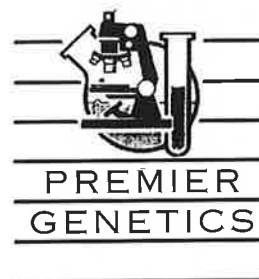
## 1st Ladburn Gorgeous

Tony & Lorraine Partridge

## PREMIER GENETICS

## INTERNATIONAL ANIMAL BREEDING SPECIALISTS

- Complete Embryo Transfer Service & Sales
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- Good Recipients Available
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# SPRINGHILL STUD



**SIMMENTAL  
CATTLE**

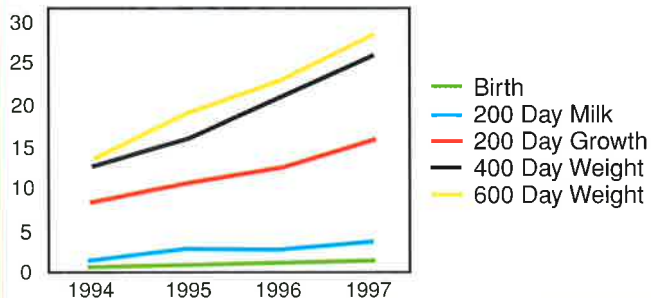
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*Still on the road to Genetic Gain*

## Genetic Trend Graph for Springhill Calves



*Just stepping up the pace*

**THERE ARE NO SPEED LIMITS ON THE ROAD TO EXCELLENCE!**

## Annual Bull Sale Friday 3rd July 1998

**35 rising 2 year old bulls**

**Screened for EBVs, soundness, scrotal size and temperament  
Transport paid and bulls guaranteed**

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SH1  
Private Bag, Wellsford**

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Fax (09) 423 7474  
Richard & Patience Izard (025) 959 738**



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*Everytime the Levels Simmental Stud shifts property, massive gains are made.*

*We have shifted to Central Otago to 3800 acres of Simmental Country. The altitude is the same – the potential enormous.*

*In 1998 there are 30 bulls for private sale including a large selection by Minerloo Simmol.*

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