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**NGATIKANGA
O TE
WHAKATIPU
KAU**



BREEDING CATTLE WITH A PURPOSE

Simmental Council

Editorial



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The Simmental Advantage

The 1998 and 1999 years have been a period of forward momentum for Simmental NZ. During this period, Simmental NZ has developed a 'Statement of Strategic Intent' and is now in the process of implementing many of the strategies that we believe are of importance to the entire NZ Beef Industry. The underlying philosophy is that all links in the production chain are in the food business and there is a greater emphasis on exceeding the expectations of our end consumers. Regardless of food type, producers are going to have to prove to consumers that the history of the product is known and therefore can be consumed safely with confidence. By not being cognisant of the needs of our consumers, we do so at our own peril.

For beef, to date, it is not a requirement by international markets, as it is with sheep meats, to be monitored, however assurance through traceability and adherence to animal welfare principals is expected by our consumers, particularly in our premium markets. It is only a matter of time before monitoring is essential for such markets, as BSE and E-Coli have served to strengthen the resolve, of these high priced markets.

Already, many forward thinking processors and producers are well on the way to developing, implementing or being a part of farm assurance systems. In addition, Simmental NZ has deemed it prudent to develop a Stud Breeders QA system which dovetails into the existing processor initiated 'farm assurance' schemes. This will allow full traceback to the origin of the genetics.

Over the previous months Simmental NZ has formed strategic alliances with several key partners in this industry, with a common objective of achieving a structured performance incentive remuneration mechanism for commercial finishers. As an organisation that represents dedicated genetic producers, we know that in order to achieve sustainable future incomes for all beef industry partners, traceability and farm assurance mechanisms need to be employed by the beef producer, before the quality cuts of beef can be identified and remunerated accordingly. I challenge all commercial beef producers to be a part of these developed schemes.

The future success of our industry greatly hinges on the forward thinking processor who creates financial mechanisms in which to reward our commercial finishers on performance, working in tandem with the beef producer who has the capability of measuring individual performance. The establishment of these performance incentives is in direct response to our end consumer driven markets demanding consist-

ency in eating quality and safeguards for food safety.

Creation of working partnerships or alliances between beef producers and processors will not only improve the transfer of market signals but enable all parties to share in the increased financial rewards being offered by end markets for exceeding their requirements in respect of quality and food safety.

Last year, Simmental NZ formed a strategic alliance with Richmond, with the sole aim of not only measuring individual animal performance but remunerating on supplier performance in response to specific markets. The mechanics of this financial incentive revolve around membership of Stocktrace (formerly known as NZ BIG) in the first instance. Providing that a threshold of cattle are committed to supply Richmond, the initial incentive is 5 cents/kg carcass weight above schedule.

In addition, Simmental NZ has formalised a similar arrangement with South Island processors for the benefit of Southern commercial finishers.

The commercial bull buyers package of services is yet a further enhancement and benefit now being offered to buyers of Simmental bulls from our registered breeders.

Furthermore, this year, we have already witnessed Simmental cross weaners topping weaner fairs around the country, with prices in the vicinity of \$550 for spring born weaners not uncommon.

Through purchasing a Simmental bull this year from one of our registered breeders you will be in a position to enjoy a raft of distinct advantages. But the bottom line is that you will be part of a wider Simmental organisation that is endeavouring to add value to your operation.

This year is the first time that we have offered in our magazine one designated area highlighting the majority of our stud breeders and what they have for sale this year and when they will be available. Please take time and refer to our 'Comprehensive Breeders Index', it is designed to give you an over view of the number of bulls available for sale, this year.

I challenge all commercial Simmental beef producers to become members of our Simbeef QA programme, by completing the tear-off page in the rear of this magazine. It is through these partnerships and alliances that we can all make a difference and ensure our future prosperity.

Richard Glubb B.Agr.Sc.; MNZSFM
General Manager
Simmental NZ

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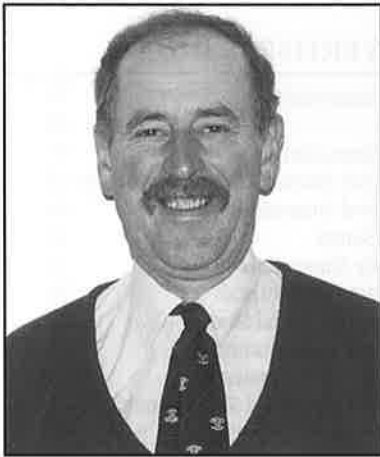
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While every effort is made to ensure the accuracy of material published, no responsibility will be assumed for errors or omissions. opinions and views expressed in this publication are not necessarily that of the Simmental Cattle Breeders Society.

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from

THE PRESIDENT...

By the time you read this your Society, SimmentalNZ, will be the first cattle breed society to have a Quality Assurance system for its seedstock producers. This, following closely behind the commercial SimbeefQA system means that we now have a fully integrated Quality Assurance and traceability system in place for our members and the commercial users of Simmental genetics to use.

This will ensure that the word Simmental is synonymous not only with performance, but also with quality, be it in carcass, commercial cattle or breeding bulls. The system is in place and it is optional, but your Council is of the firm belief that it is imperative for members use the systems put in place to 'up the stakes' in the stud world, and make Simmental the preferred option.

The outlines of the schemes are included in the magazine, and detail is available from the office.

We are thus seeing the results of the strategic planning exercise that has occupied a great deal of time for your Council and office staff, together with considerable capital cost, over the last two years or so.

You will have read in the farming press of the appointment of one of our Councillors, Russell Priest to the national position of Beef Genetics Co-ordinator. This is of course for all breeds of beef cattle. Russell is to be congratulated on the appointment, in being selected from a large number of applicants. It could be considered that the appointment to this position of one of those Simmental Councillors responsible for a great deal of policy making for our society demonstrates some outside confidence in the direction your Society is taking. The unfortunate aspect to this is that although Russell intends to finish his term on Council

because he wishes to see the new initiatives firmly set in place, he will probably not stand for re-election following that time.

Another Councillor has recently resigned. Allan Godsiff made the decision after it was decided to disperse the Springhill herd owned in partnership with his wife Kathryn and Richard and Patience Izard.

Allan will also be a considerable loss to your Council and the Society in general. He was a councillor for whom I had great respect and hopes. Now I wish Allan and Kathryn all the best for their new lives in the United States.

Fortunately we still retain a solid core of talent on our Council and those of you who feel that they could assist with the running and policy making of the Society should consider standing for the position of Councillor. The workload of a councillor doing his job properly is not inconsiderable but the satisfaction can be great. Being a part of the committee that guides the Society along lines that enable the Simmental breed to play its full part in the beef industry of New Zealand is the duty of any member with something worthwhile to offer.

I believe that your Society has shown some vision and is regarded as the beef breed society that has pushed the parameters of the seedstock industry in a worthwhile direction and to a worthwhile degree. Let's keep that attitude. Retain what we have put in place but continue to question the status quo, both within the Society and, even more importantly, in the beef industry as a whole. Only when the beef industry is where we want it can we afford to cease.

John Scott.

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Enhancement of Quality Assurance - Traceability Added



Peter Gianotti
General Manager Production
Meat New Zealand

A Meat New Zealand and the Meat Industry Association research project concluded that the Global Red Meat Industry in order to be competitive and retain market share, must be consumer-driven in terms of marketing, communications, food safety, and consumer concerns. The red meat industry is one of New Zealand's largest exporters and generates annual revenues around \$NZ3.8 billion. The industry exports approximately 85% of its sheepmeat and 80% of its beef production and employs at least 60,000 people in livestock production, processing and marketing of meat products.

New Zealand is part of the Global Red Meat Industry. In order to meet the need for competitiveness and market share it will, amongst other issues;

- a) be pro-active in the area of food safety;
- b) strengthen cost effective production and distribution systems;
- c) improve its awareness of animal welfare and environmental issues.

This will have to be done in the face of aggressive competition from competing suppliers of red meat as well as from other white meat and protein sources including dairy products. Achieving these things including developing innovative new products means a focus on customer expectations including product quality.

Quality in this context is "fitness for purpose". Irrespective of where the meat is sourced the product must be fit for the purpose for which it is intended. It has to meet the customers expectations. Those expectations will also be influenced by the standards of competing meat products.

The New Zealand beef producer is the first link in a health food chain. Beef is a healthy food which provides humans with the essential minerals, vitamins and amino acids for a healthy active lifestyle. It also enhances the body's ability to absorb nutrients from other foods. Thus the beef farmer is as much in the health food business as in meat production. This applies to all aspects of on-farm production. Beef production activities must focus on this reality. The consumer wants to be assured of this by being able to trace meat back to its source. New Zealand may not be yet capable of meeting this need but our white meat competitors and some red meat competitors are certainly making in-roads in their ability to relate a cut of meat back to an individual animal.

In a French supermarket a cut of meat can be traced to an individual farm animal. A New Zealander picked up such a cut of meat and asked for the owners name. The bar code on that piece of meat was scanned into a computer and a document printed out giving full details of the farm, owners name, the actual name of the

animal (Gloria), its dam and sire and its history. The consumer could differentiate that particular farmer's meat from any other in the supermarket, should there be an event regarding food safety which alarmed consumers.

The credibility of food safety assurances has been strained by a number of incidents on all foods. These range from alar in apples, pesticide on two grapes in a consignment, listeria in soft cheeses, salads and mayonnaise, organochlorides in meat, salmonella and Campylobacter in chicken, E-coli 0157 in meat and water, illegal hormone residues in beef, contaminated olive oil, and antifreeze in wines not to mention untrue labelling of wines. These have been widely publicised and alarmed consumers. The foregoing and tragedies like BSE have strained the credibility of scientific assurances. Consumers now want to be able to trace product origins to satisfy themselves of its status. In the event of a food safety scare from a particular region of a country they want to know from where meat has been sourced, so they can make an informed decision in choosing what to buy.

Retailers and service providers make a feature out of offering choice and convincing customers that they are there only to supply whatever the customer wishes. These operators have built their businesses on convincing the customers of the value they place on their patronage and in meeting their requirements.

More frequently customer choice is being dictated to, motivated, or led by manufacturers and retailers seeking a comparative advantage over their competitors. This comparative advantage is often motivated more by a desire to maximise turnover and profits than any general concerns for the issue being promoted. Consumers are simply reacting to the marketing ploy which is designed to attract them to spend their money on the products that a store is offering. If the retailer does this successfully repeat business results and profits rise. The customer has seldom made the initial choice but rather reacted to the choice made by the retail advertising. The choice that is made by the operator of the supermarket chain will decide what the customers' choice will be. It is no different to what happens in fashion garments, motor vehicles, or any other consumer item. Therefore the person we are seeking to influence is the decision maker as to what will be offered to consumers.

A retailer having established a brand line of goods will then protect the investment by ensuring consistency in

product quality, continuity of supply and repeatability in delivery. Seeking supplier assurances to satisfy the requirements of due diligence laws or concerns of customers gives that protection.

Due diligence laws in some countries are also drivers for safe food. House brands have to be protected because of the investment in these brands once a retail chain puts their brand on a product they are inextricably linked to its success or failure. Some UK retail chains for example have an annual turnover greater than the New Zealand GDP, so the investment they are protecting will demand a high degree of assurance of all aspects of the supply chain from conception to consumption. To provide that protection, and to assure customers, the retail chain wants to know where individual pieces of meat have been sourced. They will also want to know the conditions in which an animal was reared so in the event of a new issue, say a animal welfare or a food safety crisis, they can identify desirable or undesirable product by farm.

New Zealand exports the bulk of its meat to the wealthiest nations of the world. This means our clients are people with sufficient discretionary spending to be selective about the animals which produce their food and the manner in which they have been raised. Where the food supply is insufficient and choice limited people are far less selective. Therefore to remain in these markets we have to meet the choices of the customer. If we don't we really will find ourselves out of that market. This in turn affects the lifestyles we have come to enjoy because of our ability to supply those markets.

The international market will become more demanding and capricious perhaps as retailers seek to gain advantage over their competitors to increase their turnover and hence their profits i.e. the reason they are in business.

The purchasing power of the supermarket chains is being exercised by adding to conditions of purchase requirements beyond those which would normally be resisted in food safety assurance programmes, import regulations, or could be challenged under the WTO. How can a supplier mount any challenge against the consumer demand even if it is driven by a supermarket's commercial factors? New Zealand will have to explore the options for meeting assurances of a commercial nature to ensure their product is on supermarket shelves. Traceability is one of the ways this will happen. If competing meat and protein product suppliers deliver to the clients what has been chosen for them and we do not, they will take market share from us.

Animal identification may not be sufficient. Only identifying an animal back to its dam and sire, may not provide the traceability required by high value markets. It may well be since a French supermarket is already doing it, and presumably gaining competitive advantage, other competitors seeking to attract the same consumer purchasing dollar will attempt to match or better the same service.

This will bring a heightened demand for producers to record the treatment that animals in their care have received over their lifetime, and to provide assurances that

their livestock has met the basic food safety and animal welfare requirements. The livestock farmer giving the assurance will have established a system which records each animal's life history. It is more than just tracing the animal to the farm of origin. It will mean providing the client with assurances that they are indeed supplying a safe and wholesome food. For the moment the introduction of soundly based farm assurance schemes, which trace and record animal health, will give sufficient confidence to those groups who create customer choice to maintain food from farm animals in their store. Assurances of this nature are only what any manufacturer is expected to provide to clients. Unlike other manufacturers though, producers have not been expected to give guarantees. It may take some time before they are required to give a guarantee, but in the short term they will be expected to deliver meaningful assurances to protect their clients from an adverse event. Traceability, individual animal ID and farm assurance are three tools by which this can be achieved. There will be others.

In a competitive world New Zealand must also provide the assurances that other food manufacturers are providing for comparative advantage or be left behind. It is a question of survival. The BSE scare was seen as a classic example of not having quality assurance traceability systems in place. Even if it costs us to be able to provide the assurances, then no matter what is happening in another part of the country or world, safe product can be separated from contaminated product. Thus traceability is becoming a world-wide phenomena now. Yet consider what are we doing in New Zealand! There are examples where livestock farmers are even resisting filling in a supply declaration card, i.e. something that is making a simple statement that this animal is free from say Tb or has not been treated with growth promotants. These reactions conflict with the perception of a supplier to the health food business.

By having animal identification, audited farm quality assurance programmes and processing systems which can trace animals through to retail packs, New Zealand will be in an excellent position to meet the increasing demands of high value markets.

Meat New Zealand is the operational name for the New Zealand Meat Board

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82	30	G M McGregor	Wrightson SIM X	208
83	20	Wiremu	W & K SIM X	440
76	30	M P & D A Doyle	Wrightson SIM X	428
74	40	B & H Taylor	Elders CHAR X	435
73	50	Blundell Bros	W & K SIM X	385
39	25	Glenbrae P/Ship	Wrightson CHAR X	420
38	30	Waimoana	Wrightson SIM X	415
37	20	Te Parae	W & K CHAR X	440
36	20	B & F Pearce	Wrightson CHAR X	428
35	40	Atea	W & K SIM + CHAR X	420
1	30	Coalstream	Wrightson SANTA X	422
33	30	J R Wardell	W & K CHAR X	420
32	40	S F Donald	Wrightson ANG X	390
31	28	Flatpoint Stn	W & K HER X	352
30	30	M P & D A Doyle	Wrightson S DEVON	372
2	40	Marnaku Stn	Elders ANG X	350
3	30	Omega	Wrightson CHAR X	405
4	20	Gunnado	W & K ANG	320
5	20	R J P Hay	Wrightson	-
6	20	Te Parae	W & K HEREFORD	330
7	30	B & E Pearce	Wrightson ANG	365
157	20	Mamaku Stn	W & K SIM + CHAR X	400
158	20	Waimoana	Wrightson CHAR X	248
159	40	A & M Aplin	Wrightson ANG	350
160	20	Mapara Downs	W & K CHAR X	382
161	40	Puketotara Trust	Wrightson HER X	326
162	25	Flatpoint Stn	W & K ANG	375
163	20	C O Smith	Wrightson S DEVON X	375
164	15	Te Parae	W & K HER X + ANG	315
165	40	Waiohine	Wrightson S DEVON X	340
166	20	Blundell Bros	W & K SANTA X	355
176	25	G McGregor	Wrightson CHAR X	352
		J Langley	W & K SIM X	390
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Involvement reaps Rewards

by Kathryn Godsiff

Neil Aicken, Tuakau, is a man with a mission. He is one of the top performing farmers in the country in terms of producing kg of meat per hectare. At 315 kg/ha, his production is 130 kg/ha above the industry average. Neil is ever seeking ways to increase the gap. In this article we will look at some of the views that have been formed on the way to fulfilling that mission.

While he is not so very different from many of his colleagues in his aims to maximise production, the path that Neil has taken to get there has been an innovative one. He has trialled bulls from virtually every beef breed to find the ones which work best for him, his property and his program, settling at this stage on Simmental, Belgian Blue and Angus.

He is also an active member of Stock-trace, hosts and attends fieldays, and is proactive in seeking out information he needs in addressing a problem. As he says, "The answers are there, you just have to ask."

Neil and his wife Sharee own Sharneil Lodge, a 440 effective ha property in the Onewhero district near Tuakau, south of the Bombay hills. On rolling, free draining soils he winters 200 mixed-age Hereford / Friesian cross cows; 150 yearling heifers; 450 yearling bulls, 90 2yr bulls; 5 breeding bulls and 50 dairy grazers.

That is a heavy load of cattle and Neil does it without any supplemental winter feed. The 130 sum-



Neil Aicken of Sharneil Lodge.

mer paddocks become 500 paddocks with temporary electric fencing from early May to late September and the cattle are moved every couple of days, depending on what the daily pasture probe readings say.

Around 450 weaner bulls are purchased each year, with that many also killed around 275 kg between November and January. 2 yr bulls are killed around 325 kg between October and November, heifers go to local trade around 210 kg between December and January.

This policy has been adopted as the most profitable for this sheepless farm; the bulls provide the

continued page 13...



Simmental - X Bull calves.

LYNBRAE SIMMENTAL STUD

POLLED & HORNED BULLS BY

TOKAWEKA ESTEEM

REASONABLE PRICES

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bulk of income and the cows keep up the feed quality. Neil also runs a flock of around 400 goats, which contribute to the cleanliness of the paddocks and adds another income stream as a result of using Boer bucks on some of the does.

The bull trialling period was an interesting one for Neil as he worked his way around the country purchasing top quality bulls, using two or three breeds each year. He is careful to point out that the monitoring of everything from calving ease to killing out percentages was related only to his property. He will stick with Simmental for a number of reasons, foremost of which is the integrity of the performance figures available. Neil is a commercial farmer with an understanding of figures which meets with blank stares from many of his colleagues.

Membership in Stock-Trace (formerly BIG) has been an integral part of the screening processes undertaken by Neil. He feels that compulsory tagging as required by the Animal Health Board should have been implemented years ago. The ability to trace an animal throughout its life will serve to raise quality standards, and underperforming farmers will soon be sorted out. Neil is certain in his own mind that the tide is turn-

ing toward quality rewards; the premiums are there but at present are not widely available. However, he makes a prediction that this will change in the next season and that the rewards will be up front.

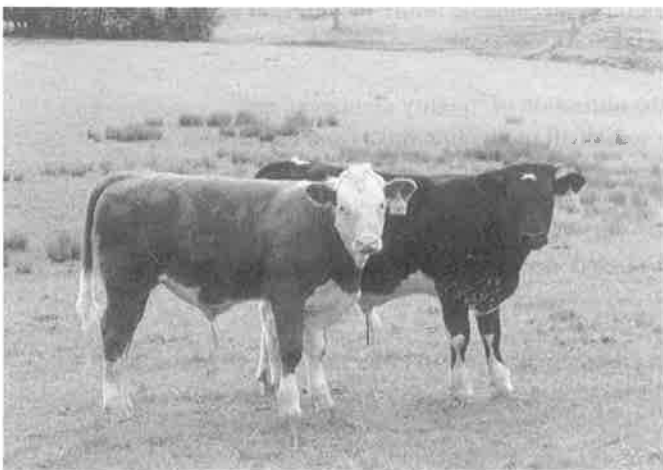
He is definite in his view that Stock-Trace is the best trace-back scheme available. As it continues to gather momentum, he would like to see it supported by the other industry players, namely the stock firms and all the meat companies. He sees the alliance that the Simmental breed has with Stock-Trace as very positive.

When it comes to economic and global views, Neil again is unafraid to look outside the square. He sees many advantages to New Zealand becoming a part of Australia. "It's just a matter of economies of scale", he says with a gleam in his eye, knowing full well what popular opinion is. As to the matter of subsidies rhetoric, well, the markets will dictate the end results there. He sees their removal happening in due course.

Often being at or near the top of a group can be a precarious position. Neil Aicken is a farmer who will hold his place securely, due to the people he associates with, the views he holds, and of course the wise use of Simmental.



Moderate framed cows are growing sizeable calves.



Simmental X and Belgian Blue X Bull calves.

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Genuine Hill Country Bulls.**

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311 Mangaowata Road,
RD 26, Stratford
Phone: (06) 762 5524**

SIMMENTAL NZ

Statement of Strategic Intent

This strategic planning document is intended as a reference guide for Simmental NZ members and other interested parties.

As this is a live document, there will be an ongoing requirement to fine tune some of the strategies in response to our changing operating environment.

Simmental NZ needs to be in a position to quickly adapt its operation in response to our changing environment.

This strategic planning document is designed to set this organisation's direction into the new millennium.

Mission Statement

"We will meet the needs of the NZ Beef Industry by supplying quality and performance assured Simmental genetics focused on customer expectations."

Goals

The following six points are felt to be fundamental to the existence and future direction of Simmental NZ and its membership.

1. We as Simmental Breeders have a belief in our breed and a desire to improve the quality and increase the demand for Simmental genetics from the commercial cattlemen.
2. Through the employment of the available technologies and methods we will endeavour to establish a framework resulting in the realisation of sustainable future incomes for all of our Simmental members, both stud and commercial.
3. Through the formation of partnerships and the utilisation of 'quality assurance' and traceability methodology we will endeavour to link all production links from conception through to consumption with the aim of presenting to our end consumer a product that is consistent in eating quality and food safety.
4. To lead, promote and facilitate a performance based incentive return for all commercial cattlemen within the NZ Beef Industry.
5. To continue to set direction for our members promotional needs in order that they will be able to respond in a timely fashion to the market's requirements.
6. To provide an array of appropriate and relevant services for the benefit of members.

STRATEGIC INTENT

The Strategies that are detailed below have been identified to ensure the future sustainability of not only the Simmental organisation and its membership but also the wider NZ Beef Industry of which we are an integral part. These strategies have been divided into four key areas, **Growth, Service, Quality and Administration.**

Objectives	Strategies	
<p>Growth Strategies It is important to remember that your Simmental organisation's financial longevity is currently dependant on two narrow income streams. In order for this organisation to continue to prosper and provide its members with a broad array of services and support, Simmental New Zealand must diversify its income generating base.</p> <p>Service Strategies The most important people of Simmental NZ are its members. Without a healthy and strong membership this organisation could not continue to flourish. It is for this reason that the array of current services needs to be continually reviewed and enhanced in order that the cost efficiency of service delivery is improved and that members continue to receive added value.</p>	<ul style="list-style-type: none"> • Development of Commercial Activities. We will develop strategies to improve the financial well being of the Society. • Development of a Breeder/ Finisher Member Package We will develop a commercial breeder member package of services. This area will involve targeting commercial cattlemen on our database in order to ascertain what they are expecting from a Simmental Stud breeder and will enable us to start formulating a standardised package of services for our commercial clients. • Communicate Strategic Plan to Members We will communicate the strategic plan to our members. It is imperative that all our members are fully conversant with Simmental NZ's direction. Our success depends on our members understanding and support for this organisation's direction. • Develop Education Package on Breed We will develop an education package for the breed. This package will be developed on the basis of establishing a 'quick' reference guide and will cover issues such as performance recording (the benefits), scanning, attributes of the breed, how to select sires, A.I. versus physical mating, EBV interpretation, importance of 'quality assurance' protocol and how to become an accredited breeder. 	<p>Reason for Strategy Measurement of Growth - Through the use of 'Key Performance Indicators' (KPI) are we able to quantify and gauge our success. Income from new sources will be derived from both commercial membership of our Simbeef programme .</p> <p>We all need to form stronger links with our client base. One of the most important tenants of our continuing success is to keep providing genetics that the commercial cattleman can best exploit to his financial advantage. By forming stronger formal links with our clients will we be able to respond quickly to their changing requirements as well retain and increase our market share.</p> <p>Being partners in the Simmental breed, our members need to be fully informed of the proposed direction of their organisation and have an opportunity to fully participate.</p> <p>This 'education package' is designed to help us improve our own respective operations and how we market ourselves from the platform of a standardised level.</p>

- Survey Members re: Government Legislation**
We will survey our members as to how we can provide assistance with interpretation of government legislation.

There are many areas of government legislation that affect us all; i.e. OSH, Resource Management Act, public liability etc. Part of belonging to Simmental NZ will provide you with assistance where there is a common issue affecting many of our members.
- Facilitate more member involvement in Field days and clinics.**
Simmental NZ, via our club network will be more active in facilitating field days and clinics.

Part of this organisation's lifeblood are field days and clinics. This is one of our educational tools that can be best used as a problem resolution forum where issues of importance can be discussed.
- Encouragement of Cattle Scanning**
We will develop a promotional pamphlet aimed at stud breeders outlining the merits of scanning.

It is important that we are aware of the merits of scanning, what is the best time to scan and the financial advantages.
- Survey members and then set up a market share performance target.**
Simmental NZ will survey all stud breeders to ascertain the number of bulls sold each season and the method employed to sell, i.e. auction versus paddock.

In order for Simmental NZ to increase our market share we need to ascertain our current share of the bull selling market. We will establish performance targets for market share.
- Development of Breeders 'Quality Assurance' System**
We will develop a 'quality assurance' system for our own stud breeders. This protocol will ensure that the first link in the production chain from conception to consumption, satisfies the requirements of established 'quality assurance' schemes, in respect of animal welfare, animal health treatments, use of performance information (EBVs) etc.

If the 'big' picture is to add value and create market differentiation of our end product, it is important that every production link from conception to consumption, is subject to a quality assurance audit.
- Development of Growers Quality Assurance System**
We will develop a quality assurance system for our commercial growers and finishers and ensure that it dovetails into the established quality assurance protocols of our processing industry.

In order to be able to differentiate our product we need to have our commercial clients as part of the overall process.

The mix of growth, service, quality and administration strategies is designed to 'add value' to:

the registered stud breeders; an increased demand and return for their quality assured Simmental genetics coupled with a cost effective method of service delivery from Simmental NZ.

Commercial breeders and finishers; facilitate processes whereby they receive a 'performance based incentive' for their product and extra effort.

Processors; an efficient method of sourcing future stock from quality assured suppliers that consistently 'meet the market' in respect of carcass quality and food safety.

Consumers; a consistent end product in respect of eating quality and food safety.

Quality Strategies

The essence behind 'quality' is product differentiation; adding value and separating low priced commodity from premium niche traded product and increase the opportunity of achieving future sustainable incomes.

- **Investigate Options with the Beef Improvement Group (BIG)**
We will investigate options of using the NZ Beef Improvement Group's established methodology for recording information and providing a full traceability model for our commercial growers and finishers.

There are some definite savings in costs and time of implementation through the formation of a strategic alliance with the NZ Beef Improvement Group.
- **Obtain Freezing Works Data**
We will put systems in place where all carcass data from Simmental infused cattle where available is reported and stored within our carcass collection database.

It is important not only for Simmental NZ but for our stud breeders to know how our cattle are performing commercially.
- **Determine core activities to be funded by fees**
We will identify and analyse the core activities of Simmental NZ that will be funded from the annual subscription and prelist fees.

It is important to readdress the issue of what our core business is and to ascertain whether the current level of service can be provided and funded from our current membership income sources.
- **Carry out Image Revamp**
Simmental NZ will carry out an image revamp in order to ensure that our image is in keeping with the way we intend conducting our business in the future.

Our image must be in keeping with our planned future objectives and goals.
- **Develop New Membership Fee Structure**
Simmental NZ will develop a new membership fee structure that is more reflective of the current user pay economic environment.

There needs to be a shift away from the current reliance of cross subsidisation from the larger herds to the smaller herds.
- **Produce C.E.O. Remuneration Package**
Simmental NZ will develop a remuneration package for the Chief Executive Officer (CEO) which is more reflective of the accepted practice of setting goals and measuring the CEO's performance in respect of achieving these goals.

In line with the accepted practice of accountability and personal responsibility, employees annual remuneration it is important that performance and non performance is differentiated and remunerated accordingly.

Administration Strategies

This area is all about cost of service delivery. In order to have a balanced approach to managing this business we must focus on both sides of the 'Profit and Loss'. How can we reduce the cost of service delivery to our members without diminishing the quality of service.

- **CEO's responsibility and authority to be defined by board.**
The Chief Executive Officer will redefine his responsibilities and authority for consideration by the Simmental NZ board.

Before the issue of performance based remuneration can be addressed, consideration must be given to the parameters of the current employment position.
- **Seek Meat Board Funding**
Simmental NZ will develop a proposal for consideration by Meat NZ, for funding of some of the more integral components of our strategic plan.

Funding to establish a 'quality assurance' system for Simmental NZ and possibly a future blueprint for the industry, is outside the financial resources of Simmental NZ.
- **Carry out a review of the constitution**
Simmental NZ will carry out a complete review of the organisation's constitution.

There are many areas within our constitution that do not adequately cover or provide for the way in which this organisation is expected to currently function. Simmental NZ has evolved to a level that is now out of step with a constitution that was instituted some years ago.
- **Meet with other breed Societies**
Simmental NZ will actively strengthen its existing bonds with other beef breed societies, in areas including but not restricted to, issues of Industry importance and joint ventures (i.e. National Beef Expo), with the aim of improving the operating environment for all players within the beef production sector.

There are many issues that affect us all that could be resolved if all the beef breeds worked more closely together.
- **Office gets E-Mail facility**
The office will install an E-mail facility and encourage members to do likewise.

As part of improving the cost efficiency of service delivery and access to this service, the office will provide an E-mail facility.

Summary

Simmental New Zealand is an integral component of the NZ Beef Industry and has a responsibility to ensure that all cattlemen irrespective of breed preference have an equal opportunity to share in the financial incentives that will be made available as our industry shifts from a commodity driven market to a quality and tracability based performance rewarded market.

However, our organisation's raison d'être is primarily focused on our own important members, the life blood of our organisation. It is for this reason that Simmental NZ's council embarked on its strategic planning process some ten months ago. It has involved your council, your office as well as you our members, through discussions at club days, carried out earlier this year. This organisation needed to focus on our current modus operandi and focus on our future direction. Where did we want to be positioned in the years ahead? Could our industry along with Simmental NZ continue to survive under the current constraints and remuneration mechanisms in the future? These were some of the many issues that needed addressing.

Over the years ahead you will witness significant change as we accept the challenges of the future. What we do know is by standing still and waiting for somebody else to create a conducive operating environment will be the architect of our demise. As a consequence, the proactive rather than the reactive approach will ensure our success and future prosperity.

This strategic planning programme is a live document very much akin to your on farm cashflow which requires constant monitoring and adjustment. This programme is not a one-off exercise to be relegated to the bottom drawer. The strategies that I put to you now are designed to reposition our organisation within a changing environment, where our end consumers are becoming more conscious of the food that they eat particularly in the areas of food safety and consistency of product. Some of these strategies are part of this year's business plan where others will be developed over time. Overall, this strategic planning programme will endeavour to help you realise sustainable incomes in the future.

But most importantly, we need your assistance to ensure that we all have a future. We look forward to your feedback on these strategies and your help in their continuing evolution over the months and years ahead.

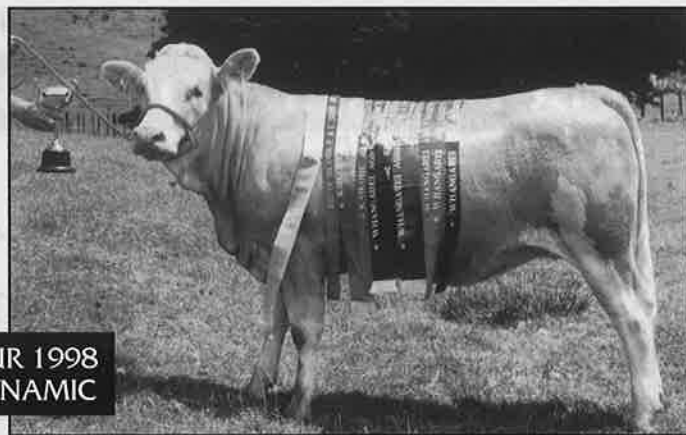
Richard Glubb,
General Manager.

John Scott
President

Councillors: Peter McWilliam, Craig Martin, Russell Priest,
Alan Godsiff, Alastair Midgley, Ross Cockburn and
Trevor McCorkindale.

CARIBOO SIMMENTAL STUD EST 1973

**Combined
Annual Bull Sale
Kauri Saleyards
30 June 1999**



**CARIBOO GLAMOUR 1998
sire TOKAWEKA DYNAMIC**

**This year's group
of sale bulls are
the first selection
of Progeny by
Tokaweka
Dynamic**

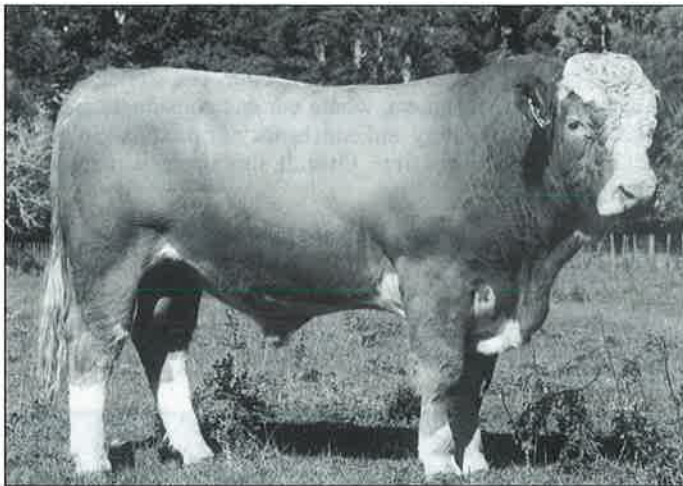
Enquiries & Inspection Welcome.

Contact: Jim & Liz Mackey
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R D #4 Hikurangi Northland
Ph/Fax (09) 433 9718

RISSINGTON CATTLE COMPANY



As more seedstock breeders leave the business...



It is said the average lifetime of a stud breeder is around 7 years. Breeding is a long term business and you can be sure that while we have been in the business for 25 years we intend on continuing to expand the use of Simmental genetics in our program and those of our customers. In 1999 we will offer more than 100 Simmental bulls and Simmental infused composite bulls. If you have any doubt over the role of highly selected Simmental genetics in the future of the beef business then we invite you to visit us and see for yourself.

...you can count on us to stick around!

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Email: cattleco@inhb.co.nz

**John Absolom
Jeremy Absolom
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Please tick:-

Please send () 2 Year Bull Sale Catalogue () Yearling Bull Sale Catalogue

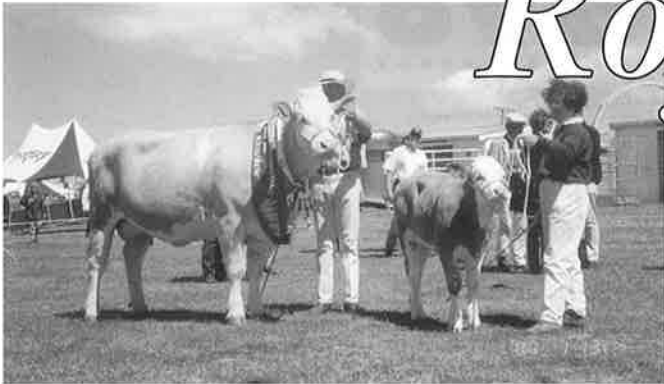
Please send () Simmental Semen Sire List () Please contact me to discuss my breeding program

Name:.....Phone: Fax:

Address:

Royal Show Report 1998

by Alastair Midgley



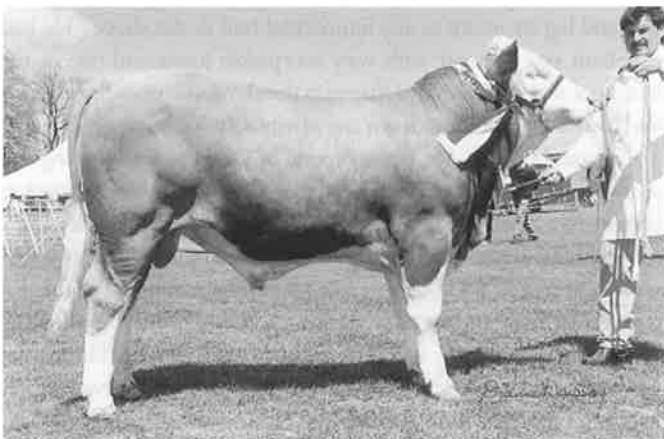
Supreme Champion Simmental, Glen Anthony Cascade and Highlite.

To be asked to judge at a Royal Show is not an honour that comes along often so when I was given the opportunity to judge the Simmentals at the Hastings Royal Show I gladly accepted. I saw this as my chance to place emphasis on all the commercially economic traits in Simmental and I make no apology if my decisions raised a few eyebrows.

My placings on the day reflected my own person belief - I must confess I am not a rubber stamper of tradition but have very strong ideas on where the breed needs to be heading. My very able associate judge for the day was Kathryn Godsiff. Kathryn was involved in all the decision making - it was great to have her opinion before the final placings.

To all exhibitors I say well done. Coming after our big effort at the 25th Anniversary Royal Show in Christchurch last year and with the beef price cycle still (slow to turn) it was easy to understand the vacuum in the beef industry at the time - add to that the very dry conditions leading up to the Hastings Royal Show. Every breeder who made the effort to exhibit deserves a big thank you from the breed.

I would like to make special mention of the Glen Anthony stud which made up a large percentage of the Simmental line-up. Well done to the Thompson Family and helpers for a great effort. It was a just reward that Glen Anthony Cascade was a worthy winner of the Supreme Champion Simmental Trophy.



Peter Cowley of Rockvale Simmentals with the Reserve Champion Simmental, Rockvale Gladiator.

Although some of the classes were small there were still tough decisions to make - I was really pleased with the high standard of cattle presented in the Simmental classes. I firmly believe commercial breeders requirements are for a more moderate framed animal with excellent muscling expression and a maturity pattern that is not going to require a second winter to reach slaughter weight, this type of animal is generally easy to keep and gives more marketing options from an early age. Our judging decisions also took a close look at fertility traits on both the male and female side, as a live calf every year is essential. Although EBV's came in for close scrutiny their leverage on any close decisions was only used if all the above mentioned traits were correct, and of course the animal had to parade itself well and have no structural problems.



Junior Champion Female, G. A. Glenelda.

I will refrain from giving all the results of the individual classes but would like to comment on the Supreme Champion animal and the Reserve. These were quite outstanding individuals and quite difficult to separate. Glen Anthony Cascade had a proven record of production and had another outstanding calf at foot this year, being the senior animal of the two and paraded so well by Tony Thompson we couldn't deny here the Supreme Champion award.

The Reserve Champion Rockvale Gladiator exhibited by Peter Cowley was showing outstanding growth and structure for a 14month old bull, he moved so freely and stood on big sound feet. We see a great future for gladiator as a stud sire.

One disappointment for me was the Meat and Wool cup judging, where little opportunity or time was allowed for judges comments and reasons for their placings, this I feel shortchanged the public who were waiting with expectations of the above.

Once again, thank you for the opportunity and honour to judge at the Royal.

1998

18th to the 21st

NZ BEEF EXPO

Report written by Dr R E Hunsley, from Omaha, Nebraska.
Guest Judge at the 1998 National Bull Sale.



Jamie Proute of Herrington Simmentals receiving the Supreme Simmental Trophy for Herrington Forest AFI.

Thank you for the opportunity to evaluate the Simmental Bulls at the 1998 New Zealand National Bull Sale. The consignment to the 1998 event was stronger and more consistent than I remember the Simmental bulls at the 1991 National at Palmerston North. I think there has also been some changes in the direction of the beef cattle industry worldwide and particularly in New Zealand.

If we do our job correctly we tend to adapt stud genetics of most every breed to the resources of a county and the demands of the consumer. I could see more direction in the genetic value of the Simmental bulls consigned by the vendors to the 1998 National Sale than the 1991 National.

Since 1991 we have moderated our frame size and shortened our maturity pattern in about every breed of cattle on the North American continent. Economics and efficiency has dictated this. In this light, New Zealand is not a lot different than North America. The



Tony Thompson of Glenanthy Simmentals receiving the Herdsperson Trophy, presented by John Hammond.

big, late maturing, hard doing cattle just do not have a place in the beef cattle industry anywhere in the world unless they are being used for draft purposes. As a result, I was willing to accept Simmental cattle at the 1998 National Show and Sale that possessed more moderate phenotypic values but still had a strong documentation of genetic value excellence.

I was and always will be very critical of structure, feet and legs, hoof size and shape and a bull's ability to move and travel with very little effort. There is no doubt that most Simmental cattle have the genetic ability to grow rapidly on the feed resources that are usually readily available throughout New Zealand.

My Champion Simmental Bull "Herrington Forrest AFI" was an excellent representative of the breed. He was growth, yet pos-



John Scott presents the Reserve Champion title to Tony Thompson of Glenanthy Simmentals for Glenanthy First Lieutenant.

essed a more moderate frame size with outstanding muscling and was structurally as sound and functional in his skeletal design and feet and leg structure as any Simmental bull in the show. He had excellent eye pigment with very acceptable joints and one of the best hoof and foot sizes and shapes in the show. I commented about his balance and freedom from any obvious faults.

Congratulations to Mr. Jamie Proute of Ohakune for breeding and presenting your 1998 Champion. The young lady that showed Herrington Forrest did a superb job of handling the champion in the show ring.

When the entire sale offering of more than thirty bulls averages well in excess of \$4,000, you must be doing something right. I urge every stud breeder to strive for excellence with every mating and strongly encourage everyone to patronize your own "Simmental Quality Assurance System" program. Along with a powerful genetic effort documented through your Simmental Group Breed Plan, you will insure the contribution that Simmental genetics will provide to the future of the New Zealand Beef Cattle Industry.

Top Simmental fetches \$10,000 at 1998 NZ Beef Expo

This year, the Simmental breed had thirty two entries for the NZ Beef Expo, of which 28 sold through the ring with the balance finding homes post auction.

There were several highlights of this year's sale which grossed \$119,000 and averaged \$4,360.

These highlights included the top sale price of \$10,000 for Pouriwai Frederick, sired by Rissington Barnaby and owned by Gerald Kemp from Gisborne. The judge described Frederick as a well balance bull with good EBV's and a great temperament. On sale day he weighed 926kg and scanned an eye muscle area of 126 sq.cm and was purchased by the Hutching Family of Dannevirke.

The Supreme Simmental title was awarded to Jamie Proude's entry 'Herrington Forest' from Okakune. Guest judge, Dr. Roger Hunsley from Nebraska, USA, described Forest as the most well balanced of what was a challenging set of Simmental bulls. He went on to add the bull had exceptional ability to perform for the breed and had great joints, was natural in the way he carried himself, had enough muscle and good pigment.

Forest weighed 838kg on sale day and scanned 118sq.cm. Waipukurau's Gary Boyle bought Forest for \$3,000.

Dr. Hunsley placed Tony Thompson's entry, Glen Anthony First Lieutenant, reserve champion and he was purchased by Woody Rouse, East Dome Simmentals, Lumsden, for \$6,000. First Lieutenant as a very sound and functional big bull with very little fat. He liked his testicles and functionality and could see this bull still roaming the hills doing his job in three to four years time.

Furthermore, the winner of class three - Wai-iti South Pole, from Peter McWilliam's Maungaraki Cattle Co. Masterton, also fetched \$6,000 and went to John and Helen McFadzean's Wairarapa property. The results of the pre-sale class judging were as follows:



Gerald Kemp of Pouriwai Simmentals, with Pouriwai Frederick.

Class 1. (Sponsored by Enterprise Cattle Co.)

- 1st Herrington Forest AF1
- 2nd Glen Anthony Fagan AF37E
- 3rd Pouriwai Frederick AF237

Class 2. (Sponsored by Maungaraki Cattle Co.)

- 1st Glen Anthony First Lieutenant AF117
- 2nd Wai-iti Fusilier AF67
- 3rd Wai-iti Field Marshall AF81

Class 3. (Sponsored by World Wide Sires)

- 1st Wai-iti South Pole
- 2nd Glenside Fast-track AF7
- 3rd Glen Anthony Goldie AG01E

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

KAPITI SIMMENTALS

**Bruce &
Megan Mansell**

123 Otaihanga Road
Paraparaumu
Phone (04) 298 8274
Fax (04) 298 3560

Simmentals Top Weaner Sales

Recent weaner sales results have confirmed Simmental as one of New Zealand's leading terminal sire breeds. However, premiums paid, this year, for weaner heifers show the Simmental's increasing popularity as a maternal breed. At a number of weaner heifer sales finishers have been outbid by farmers buying Simmental heifers as a breeding proposition.

Simmental and Simmental cross progeny have topped sales throughout the country and finishers have been prepared to pay significant premiums to secure the top stock. Weaner prices have hit their straps at recent North Island sales with Simmental cross animals dominating the offerings at the top end of the market and reaching



Example of Sim X Weaners.

prices not even dreamed of prior to the sales starting.

The legendary Simmental cross weaners from Masterton's Glenbrae partnership are heading the weaner market in New Zealand for 1999 at \$600 and it's doubtful they will be toppled during the remainder of the season. They sold a total of 180 Simmental cross steers at the Masterton weaner fair for a gross of \$100,385 or an average of \$558. The top line of 65 averaged 370kg and made \$1.62/kg liveweight.

Glenbrae Partnership's, John McFadzean aims to produce the best cattle finishers have ever had from his 650 Simmental-Angus-Hereford cross cows. The McFadzeans put their weaner selling success down to the use of hybrid vigour and high performance genetics.

A drive towards improving the size and productivity of offspring led to a Simmental bull being mated to the Angus Hereford cross herd 12 years ago. The influence of the Simmental genetics was noticeable in the calves. They were definitely bigger at weaning.

The McFadzeans started receiving premiums for the calves in the 1980s as finishers recognised their growth potential. Now they have topped the Masterton weaner fair almost exclusively for the past 16 years. A line of 30 bulls averaging 333kg from Waiwiri Station, Masterton sold for \$487 or \$1.52/kg liveweight.

Other good Simmental cross bulls and steers made \$420 to \$440 and they dominated the offering at the top end of the market. Bulls farmer, Paul Geurtjens consistently sits at the top of the Feilding weaner market and this year was no exception.

He topped the offering with his Simmental steers and fetched second top price with his Simmental heifers. The steers fetched \$560, which was well up on the \$412 he received last year. The drought had impacted on the steers and they were probably lighter than last year but they still fetched \$148 extra for the top line. His top heifers fetched \$372. The top line tipped the scales at 322kg and made \$1.75/kg liveweight. Farmers are prepared to pay a premium for Mr Geurtjens stock. The rest of the offering made around \$1.55/kg liveweight. The same farmers tend to buy Mr Geurtjens stock and they also seem to buy the top Simmental cattle from Masterton and Stortford as well. "Our cattle seem to do well for them, so they are prepared to pay that bit extra," says Mr Geurtjens.

Mr Geurtjens runs 100 Simmental and Simmental cross cows on his 128ha property at Bulls and sells all the progeny as weaners. "We don't have the scope to finish the cattle ourselves and somebody has to breed, we can't all be finishers. Anyway it seems to suit our country," says Mr Geurtjens. He likes Simmental cattle because finishers can slaughter them before the second winter. Finishers will pay the breeder more because they are assured of good growth rates. Mr

continued page 26...

Puriri Simmentals

*The People who produce growth genetics
combined with calving ease.*

ANNUAL BULL SALE

on the Property

Monday 5th July 1999

Bulls by:

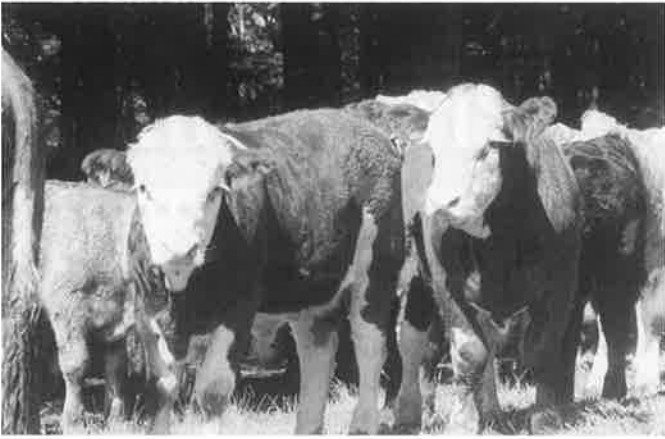
TRAIT LEADER

PUKETAWA CRACK AC 128

and other leading sires

Enquiries and inspection welcome.

John and Helen Ellis
RD 3, Taipa, KAITAIA
Phone/Fax (09) 406 0201



Geurtjens was rapt with the prices he received this year but believes the rewards are well overdue for the breeders. "There is a shortage of stock now and next years weaner sales could even be better." "The cycle seems to have turned and the beef job may be coming right. It seems to be the breeders turn again," he says.

Languard Stud, Wanganui also fetched \$372 for their line of Simmental heifers. The buoyant weaner market coupled with a favourable season has lifted returns from weaners by \$120 per animal this year for Hawke's Bay's Rangiora Trust. Farm Manager Graeme Maxwell says they were thrilled with their top price of \$545 for a line of 28 Simmental cross weaner steers. Rangiora Trust uses Simmental bulls as a terminal sire on their easier country and sell the progeny in the Storford sale each year.

He looks for bulls with good weaning weights and the EBVs to match. When supplying the weaner market animals with good growth rates are what's required. "If we want a good following for our weaners they have to go on and finish well once they leave our property," says Mr Maxwell. "Finishers won't come back if our weaners don't grow on, they will go elsewhere." "If they do grow on finishers will come back and they will pay a premium to get our stock," he says.

It was no surprise when Roy Wagener topped the Houhora weaner fair again. It just seems to be expected. The Houhora farmer topped the sale for the eighth consecutive year, when he sold his top pen of Simmental Hereford cross steers for \$458. His second line of steers made \$424, while his top line of heifers made \$306 and a second cut made \$296. His guesstimate of the weight of the top line of steers was 330kg and the best heifers at 300kg, which was impressive for the seven month old animals.

Mr Wagener has a base herd of 115 Hereford cows and mates them to Simmental bulls sourced throughout Northland. A shortage of feed and a lengthy dry spell weren't conducive to earth shattering prices at the Ngongotaha weaner sale. It was one of the earlier sales on the calendar. Farmers were still waiting for autumn rains and feed supplies were looking short.

However, the sale was still sound with prices up on last year and the trends were the same - Simmentals topped the sale. John and Paul Rotheram's 57 Simmental cross spring born steers topped the offering at \$397, which was \$20 up on the previous year. Their heifers were sold at Taupo two weeks earlier for \$267.



TERRILYNNE SIMMENTAL STUD

years of selective breeding

Annual combined Bull Sale at Kauri Saleyards, Wednesday 30 June 1999 at 2pm, selling a selection of polled and horned rising two year old bulls.

BREED PLAN RECORDED HERD

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**Mrs Lynne Sloane
Mata, R.D.1
Whangarei
Phone 09 432 2823**

*Females and rising two year olds and yearling bulls are also available by private treaty.

The Ngongotaha heifer market was underpinned by one buyer who secured most of the top exotic cross heifers. The best Simmental cross heifers fetched \$340, with other good Simmental heifers reaching \$256-\$265. Simmentals dominated the market at the Taranaki weaner sales and buyers just couldn't get enough of the top cut. Buyers from Taupo, Wanganui and Pukekohe pushed prices above expectations at the Ingelwood weaner steer and heifer fairs.

Top Simmental cross weaner heifers saw the most spirited bidding on the second day and the best money was \$338. However, many other good lines made \$262 to \$330. Simmentals are not only making their impact in the North Island. At the Owaka calf sale a pen of 11 Simmental steer calves made the highest equal price of \$420. T.R and W.T.Burgess not only fetched the top price but were awarded the prize for the best pen of steer calves.

Their second cut of 12 made \$415 and a further line of 48 Simmental cross steers made \$400. Their pure-bred Simmental heifers made \$305. Scott Rutherford had something to smile about after the Culverden calf sale. His top pen of 10 Simmental weaner steers returned \$130 better than his top cut last year and topped the offering at \$410. He also sold 12 Simmental steers at \$380 (\$235 last year), 15 at \$380 (\$220 last year), 14 at \$375, 19 at \$335, nine at \$315 and 6 at \$310. The bottom cut only made \$115 last year. Mr Rutherford also topped the heifer section with eight Simmental calves at \$300, eight at \$285, six at \$235, seven at \$270 and 11 at \$200.

Simmental NZ's Stud Breeders'



QA Programme

Introduction:

The Simmental Stud Breeder's QA accreditation process or 'code of practice', has been developed and is now being implemented as a audited process which will deliver a greater level of service and a more consistent quality product to our commercial bull buying clients. As the forward thinking processors develop and implement on-farm farm assurance programmes, the stud industry must be prepared to offer an additional dimension in order to achieve an auditable conception to consumption quality assurance programme. Simmental NZ is working very closely with key processors in order to ensure that our Stud Breeder's QA programme dovetails into the processor driven farm assurance schemes.

What is a Stud Breeders QA accreditation endeavouring to achieve?

Simmental NZ's Stud Breeders QA accreditation programme:

- is designed to lift the level of service currently offered by stud breeders to their bull buying clients.
- is designed to improve the quality, soundness and longevity of the genetic package offered bull buying clients.
- is designed to be an integral component of the quality assured production chain from conception through to consumption.

What is a Simmental Stud Breeder expected to do, in order to become QA accredited?

To the stud breeder who wishes to achieve QA accreditation (a voluntary system), he will be assessed on three key elements.

These three elements are as follows:

(1) Stock Accreditation

The stock accreditation process which is an auditable system where a stud breeders replacement stock (including all sale bulls) will be appraised by independent classifiers from outside the Simmental breed. Only those cattle which are structurally sound and of good temperament will be accredited.

(2) Administration Compliance

To be administratively compliant, an audit will be undertaken to assess how the stud breeder complies with Simmental NZ's high standards. These raised benchmark

standards will focus on the integrity of the stud breeder and the quality and accuracy of his record keeping and performance recording information. The breeder must prove that he/she has a thorough understanding of basic genetics, performance recording and analysis as well as the general principles of livestock breeding.

(3) On-Farm Audit

The on-farm audit will be driven by the processing sector. All the individual stud breeder needs to do is to provide evidence that he complies with a processing company's farm assurance programme. Most processing companies have on-farm assurance programmes for sheep and are in the process of developing a farm assurance programme for cattle.

These processor driven farm assurance programmes focus on animal health and welfare issues coupled with other management techniques that are designed to exploit practices that meet the required minimum standards imposed by our international trading partners.

What are the benefits for our Commercial clients?

To the potential commercial bull buying client:

- he will gain increased confidence in the knowledge that his purchase has attained a basic standard in respect to structural soundness and conformation.
- he will be buying into a comprehensive performance recording system.
- he will be part of an overall QA strategy with full traceability to herd of origin.
- he will be purchasing from a breeder that has complied with an auditable code of practice that can withstand outside scrutiny.

Summary

Simmental NZ has endeavoured, through the above outline, to inform our commercial bull buying clients of our current strategy in order to help them continually improve their respective operations and increase their ability to make informed bull purchasing decisions.

As we roll out with this stud breeders QA system, more specific information on the QA package will be available along with a directory as to the level of QA accreditation our registered stud breeders have attained.

If you require any further information of this scheme, please do not hesitate in contacting Simmental NZ.

BREEDPLAN

Version 4.1

Significant enhancements to the BREEDPLAN evaluation software have been implemented for the 1999 Simmental GROUP BREEDPLAN. Called BREEDPLAN Version 4.1, the software has been developed over the past few years by the team at the Animal Genetics and Breeding Unit (AGBU) at the University of New England.

The way BREEDPLAN V4.1 calculates EBVs and the information used has changed in some important areas.

Sire by Herd Interaction

Sires that only have progeny in one or a few herds will now have less emphasis in the analysis than sires with progeny in many herds. Research has indicated that sires with progeny in a number of herds (and management systems) are more reliable indicators of genetic potential than EBVs for sires constrained to a single herd and production system.

The inclusion of this enhancement will tend to regress the EBVs towards zero for the sires with progeny in one herd. Hence, as the sire is used more widely throughout the industry and in more herds, its EBVs will reflect this wider use.

This sire x herd interaction effect can account for up to 5% in the variation of EBVs. The sires that will be most affected are those that have lots of progeny in one herd only.

Importation of American Simmental Sire EPDs

Many sires used in New Zealand and Australia have also been used in North America. The American Simmental Association have generously supplied the EPDs on approximately 350 sires used in New Zealand and/or Australia.

EPDs were potentially available for birth weight, weaning and yearling weights, 200 milk, carcass weight, percent retail cuts (yield) and marbling score.

These US EPDs were used as starting points for these sires in the BREEDPLAN analysis. The relative performance of the New Zealand and Australian progeny may then adjust these starting values to reflect the "local" information.

Where sires have a lot of local information, the EPD starting points will have little effect on the EBVs. However, where sires have only a small amount of local information - particularly for traits like milk and carcass traits, the EPD starting values may have a large influence on the BREEDPLAN EBVs.

An important ongoing aspect of including EPDs is the benefit to newly imported genetics in the initial estimation of their EBVs, when the sires are first evaluated in BREEDPLAN.

The EPDs are updated regularly in North America and these updated EPDs will be used in future Simmental GROUP BREEDPLAN evaluations to ensure the most recent information is used as starting values to estimate breeding values on Simmental animals.

Carcass Traits

Abattoir data for fat depth, eye muscle area, marbling score, hot carcass weight, intramuscular fat percent, and retail beef yield can now be analysed in BREEDPLAN. The current Simmental analysis only had about 100 animals measured for abattoir traits, but it is expected that this will increase over the next few years.

The carcass EBVs reported are:

- Fat Depth (Rib and Rump)
- Eye Muscle Area

- Intramuscular Fat Percent (marbling)
- Percent Retail Beef Yield
- Carcass Weight

The new carcass EBVs use the available information from both live animal scans and abattoir carcass measures. The EBVs are expressed in terms of a 300kg dressed carcass weight of a steer. Note that the previous "scan" EBVs were reported to a 450 day standard age.

These EBVs are reported on animals where scan and/or abattoir carcass information is available. Note that while direct carcass measures may be more accurate, scan measures can be taken on seedstock so may be more useful measures for the seedstock sector.

The new carcass EBVs will be different to the old scan EBVs for the same information available because of the expression of the new EBV to a steer carcass endpoint at a constant 300 kg weight rather than to a constant age as previously. This will mean that some animals may re-rank in their EBVs.

In particular, the new EMA EBV will show less variation and be more indicative to visible muscling on an animal than previously. When looking at the new EMA EBVs, you need to think of carcasses of the same weight showing differences in the size of the eye muscle (or general muscling). Animals that had high growth EBVs and moderate EMA EBVs last year will tend to have lower carcass EMA EBVs now that they are expressed to a standard weight. The converse will also apply (ie. low growth and moderate EMA EBVs will now tend to larger EMA EBVs).

Where only scan data is available, the accuracy reported this year for the same information will be less for the

new EBVs. This is because the scan information is now an indicator of the final trait rather than being a direct measure (as it was previously).

Crossbred Performance

Analysis of crossbred performance data is now possible in Simmental BREEDPLAN. While there is very little crossbred performance data on file for current animals, it is expected that this will increase significantly over the next few years.

The analysis will allow for hybrid vigour between the breeds and the calves will get EBVs comparable to their purebred counterparts.

Mature Weight EBVs

Mature weights are defined as the cow weight when the calf is weighed at weaning. That is, breeders simply weigh the cows as well as the calves at or around weaning/200-days and submit both weights for analysis. Cows should be weighed within a day of the calf weight.

This EBV will enable breeders to monitor mature weights in the same way as they now monitor birth weights, 400 day weights, etc. Extra information on the growth of animals will help you to decide which type of mature animal is more suited to your management and environment.

Genetic Groups

When new animals are first introduced into the performance analysis system (eg overseas genetics, commercial herds, stud herds beginning performance recording, etc), the new animals are assigned a starting value in the analysis that reflects the origin of the genetics and the performance expectation of this genetics over time and across herds. This starting value is determined by other similar animals in the analysis which we call a genetic group.

In Version 4.1, the way that we form a genetic group has been enhanced to allow for overseas genetics, differ-

ing breeds in the analysis and the time (birth year) the genetics are introduced into the performance analysis. This will better predict the commonality of the background of the genetic source of the new animals. This change may result in older animals having changes to their EBVs with a flow through effect to more recent animals.

Heterogeneous Variances

BREEDPLAN relies on the direct comparison of animals in like treated groups as a basis for calculating EBVs. We also expect that the variation within these groups of animals will exhibit similar variation as the population as a whole.

However, the variation in performance for some groups of animals is much greater, or much less, than expected when compared to the breed as a whole. This difference in variation may be due to many things (eg drought, management, selection decisions, etc). While there are only a very small percentage of groups within the analysis that have this very large or very small variation, the effect on calculating EBVs for these animals may be significant.

Version 4.1 standardises the variation in the herd / year / sex groups of animals that have much larger, or much smaller, variation than expected. Hence, groups of animals with large variation will have their differences shrunk and, conversely, groups with small variation will have their differences magnified.

This concept tends to have only a minor effect on most animals for most traits. The scan fat measures are the traits that tend to more likely require that the raw measurements be standardised.

Note that "outlier animals" are still flagged in the Version 4.1 evaluation. Outliers are animals within an analysis group that have performance that varies from the mean by more than an expected amount (3 standard deviations).

Interim EBVs

Because of the complexity of the Version 4.1 analysis (sire x herd, heterogeneous variance, genetic groups, overseas EPDs, etc), the new Interim analysis will be more restricted in the animals that can be analysed.

Only the last 3 calf crops will be evaluated in the Interim run. Also, all parents will be held at their GROUP EBVs and new animals will only get Interim EBVs if both their parents have GROUP EBVs.

Only GROUP analyses will use imported EPD information. The Interim analyses will use the values calculated in the GROUP analysis as a basis for calculating EBVs on the local progeny of the overseas genetics.

Base Level for Reporting EBVs

The base for reporting the EBVs has changed because the EBVs have changed. The new base has largely been set so that the younger animals will, on average, have similar EBVs to last year. However, Milk EBVs may be higher than in previous years.

In General

Version 4.1 is a significant advance in the analytical techniques for genetic evaluation of livestock. However, for all this it only produces two "new" EBVs. Rather than complicate the information sent to breeders, Version 4.1 consolidates the existing EBVs by improving the accuracy of their estimation while allowing for an extension in the type of data that can be analysed.

EBVs for animals may change due to one or more of the enhancements. The old "scan" EBVs cannot be directly compared to the new carcass EBVs due to the change in the way these EBVs are now reported.



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
- Maternal strength
- Moderate frames with easy fleshing
- Consistent and solid colour pattern
- Polledness

Our search for only the very best polled genetics available worldwide took us to Canada where we inspected Bar 5 Paymaster 1334D, this after seeing him featured a couple of times in Bar 5 advertisements in *The Register*, the monthly magazine of the American Simmental Association. We were amazingly lucky to have the opportunity of seeing four generations of Paymaster's bloodline including his dam, Bar 5 Best Lady 604Y and her dam, Paymaster's sire, Harkaway Enforcer 16Y and his dam and his first calf. All stood on good legs, with excellent feet and all were very free moving, *good cattle*.



Bar 5 Paymaster 1334D

Paymasters sire,
Harkaway
Enforcer 16Y



**Paymasters dam Bar 5
Best Lady 604Y**

(said by many to be the best Simmental cow ever bred and recently sold to Brazil for \$Can55,000)

Paymaster was "ours" at first sight, structurally faultless in our eyes, deep ribbed, thick, beefy, with good bone and freedom of movement. Having calving ease and growth performance that ideally suited our own programme, a growth curve bender, made him perfect for us. He was destined to be a force in the Simmental world then and is proving to be so now, siring progeny that are performance gifted, equally deep ribbed and thick and beefy.

In North America he is the top 25% for calving ease, in the top 5% for 200 day growth, and has an incredibly strong material epd to support him becoming an all time great bull. His first Kiwi daughters will be calving down this session and we are looking forward to that with great anticipation.

Paymaster's growth performance has been replicated at Hampton Downs with two calf crops to date performing right up to expectation. Paymaster, now dubbed as the "Balanced Genetic Trait Leader" by his breeders is leaving a mark on our breeding programme that we are thoroughly happy with.

Three Paymaster sons have been accepted as entries for this years National Bull Sale at Palmerston North. Others will be offered at the Waikato and Districts Annual Bull Sale at Frankton.

Video footage of these bulls can be provided upon request.

Enquiries and inspections are welcome at any time.

**Inspections can be arranged by contacting us on Phone or Fax: (07) 826 3194
Hampton Downs Road, R.D.2, Te Kauwhata.**



**SAY HELLO
TO ...**

Mr Underated!

Red Oak Simmentals welcomes the arrival of Wai-iti Loch Lomond. The only bull in New Zealand not nervous about his figures. Wai-iti Loch Lomond, one hell of a lot more than the numbers suggest!

**Red Oak Simmentals
Jackson Road Dannevirke
Ph: 06 374 5036, Fax: 06 374 5558**

Industry Comment

By Brent Rawstron - formerly MEAT NZ - Director

In a recent publication emanating from the Meat Board, the Meat and Wool Economic Service stated that the average farmer was obtaining a one-per-cent return on investment - less than the rate of inflation.

Recently the farmers of the Central North Island elected John McCarthy to be the thirteenth Director on the Board - at this rate there will soon be more directors than farmers.

What may seem to be unrelated facts are, in my opinion symptomatic of the problem facing the pastoral farmers of New Zealand. Whilst farmers are working harder and smarter, being encouraged that things will get better, they are in fact going backwards at an alarming rate. Meanwhile these same farmers are being taxed to support a Board that is grossly over size, and quite clearly unable to supply the goods and services to the client's (farmers) satisfaction.

Could the Meat Board or indeed the Wool Board survive without being able to tax farmers? I suggest on current performance, they would not.

Should these two bodies survive? Certainly not in their current guise.

Don't get me wrong! There are many functions that the Meat Board does outstandingly well such as quota management, which is a vital role that they do on behalf of New Zealand farmers. But this is a \$700,000 per year activity out of a budget of \$32 million. The Meat Board also invests heavily in research, much of which is excellent on farm research. They have also done some superb generic promotional activities, which alas, have received less than their deserved support from the processing companies.

It is indeed the lack of support for many of the Board's activities, from both farmers and the processing industry that form the basis for much of the discussion on the future of the Meat Board.

As for the Wool Board it should not survive under any guise. The price of wool in ten years time will, in real terms be no more than it is today and nothing that the Wool Board does will affect the sale price. The market determines that and the Wool Board should realise that the product has problems and stop pretending to the farmers that they have the answer. They quite clearly have not, yet their rate of taxation is nothing short of oppressive.

I believe that the Meat Board and the Wool Board survive in their current form because of the vast reserves that they hold. This is not to imply that they use these reserves to keep themselves afloat, but rather that no one can agree what to do with the reserves if the Boards were dismantled.

Many farmers may well call this heresy. Here is a former Meat Board Director killing the "sacred cow". But is this not the real issue? Too many farmers see producer boards as their guardian angels and could not imagine life without them.

Let's get it very clear. If all the producer boards disappeared tomorrow, farmers would still be receiving the meager returns for their product that they are getting at the moment. Quite simply producer boards are unable to positively influence the market returns for the products they profess to represent.

But what about the Dairy Board I can hear you say? If the current mergers occur, there will be no need for a Dairy Board for marketing purposes, the



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GIMME A BREAK!

We all need a break now and then and with the Southern Simmental Sales Week coming up you could be in the running for 2 nights for 2 at the exclusive Millbrook Resort, Queenstown, with a round of golf thrown in on their world class course!



- ① **Central Otago Simmental Bull Sale**
Monday 17th May 11.00am
Omakau, Saleyards, Omakau
- ② **Triple 'S' Bull Sale**
Tuesday 18th May 1.30pm
Northern Southland Selling Center,
Castlerock
- ③ **Southern Simmental Sale**
Wednesday 19th May 10.00am
Charlton Saleyards, Gore
- ④ **Combined Owaka Bull Sale**
Wednesday 19th May 2.00pm
Owaka Saleyards, Owaka
- ⑤ **Glenside Simmentals Annual
Production Sale**
Thursday 20th May 1.30pm
On-farm, Waitahuna
- ⑥ **Levels/Lone Pine Simmental
Bull Sale**
Friday 21st May 2.00pm
Mt Benger Saleyards, Roxburgh

EVERY BULL PURCHASED FROM THE SALES LISTED
GOES IN THE DRAW!

SOUTHERN
IMMENTAL
ALES WEEK
17TH-21ST MAY 1999



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Queenstown, New Zealand

For information on Sale Week accommodation options, etc.
Phone Garry McCorkindale (03) 485 9727

price of milk products will not fall, but more importantly the price paid to the farmers will not rise significantly. All this means is that New Zealand dairy farmers will remain some of the worst paid dairy farmers in the world only being beaten in the race to peasant status by farmers in places like the Ukraine and China.

At least the Meat Board does not pretend that it can influence the price paid for meat by the companies. Thankfully the latest rewrite of the Meat Board Act removed their ability to procure the product and furthermore they no longer hold shares in any meat processing company. All good stuff, but if they cannot influence the price that the processing companies pay for the livestock and therefore the farmer's income, what are these "guardian angles" doing for you? Can you really believe that paying for their thirteenth director and all the associated costs that this occurs, will actually earn you more money?

If, despite the above you are still convinced that farmers need a security blanket in the form of a Meat Board, then at least badger your MP to look again at the Meat Board Act. Require that the Board fronts up with a plan that deals with the activities that it can influence and require that these activities actually are able to demonstrate a positive increase in farmer's incomes. Furthermore insist that the Board is reduced to a maximum of seven directors with a consequent scaling down of expenses. It is not my preferred option, but at least it may get us on the road to having an organisation that supplies the goods and services to the farmer's satisfaction.

Me - I would integrate the Meat, Wool, Dairy, Game Industry and Animal Health Boards tomorrow. I would ring fence the assets held by such institutions and use the interest/rents received, to fund a single Pastoral Industry Board that focuses directly on activities that have direct effect on farmers ability to become profitable.

This new organisation would have nothing to do with marketing any products. It is not that products are being well marketed, they quite clearly are not and there is equally clearly the potential for a significant upside in price paid to farmers, but rather that past performance has produced very poor results.

Instead, a Pastoral Industry Board would have a Board of control consisting of no more than 10 directors. It would limit its activities to access quota management for respective products in various markets and on farm research an animal health. Under such a system the savings would be huge to the extent that the need to tax farmers to fund Boards within the next decade would be highly improbable. Furthermore, research clearly focused on ovine and

bovine production channeled through one organisation may indeed help New Zealand farmers stay ahead of the decline in commodity prices that will continue unabated. The fact that we continue to produce and sell our products as commodities angers me intently, but that is a separate issue to be addressed at a separate time.

However, even such an organisation is of no value unless as part of its rationale for existence is a commitment to deliver the product to the customer. This, in my opinion has been the biggest failing of the Meat Board, for here is an organisation that cannot even list the farmers that it taxes which severely limits its ability to deliver good utilisation of the research that it has made you pay for.

Unless an organisation develops a method of getting farmers to use new technology, much of the research funded by the various boards is of academic interest only.

I therefore challenge all farmers not to treat the current debate on producer boards with the same academic interest, but in fact get involved and help put structures in place that will deliver to farmer's satisfaction.

(Views and opinions expressed in this article are those of the author and do not necessarily reflect those held by Simmental NZ.)

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Franklin Bull

Sired by

PUKETAWA EARL

REWARD

**Polled (less work dehorning)
Low birth EBV (more live calves
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**Early maturing full vendor
guarantee.**

Franklin
SIMMENTAL STUD

Contact: Allan & Robyn Gate, Stuart Road, R.D. Bombay
Telephone: (09) 236-0178

SUCCESS WITH SIMMENTALS

by Steven Macmillan

Simmental's have long been in the North and are proven performers there.

But one Houhora man has made the breed a sale topping habit.

While he plays down that sort of hype, Roy Wagener's use of Simmentals in his commercial breeding herd is a hit with local buyers wanting his weaners.

Roy has topped the annual Houhora weaner fair for the past eight years and obviously takes pride in the achievement.

Though he simply states he must be doing something other farmers like.

At the March fair he sold his top pen off Simmental/Hereford steers for \$458. His second line made \$424 and the top pen of heifers earned him \$306 a head. Another 17 heifers made \$296 and the bottom end \$246.

Last year his best steers averaged \$402 and Heifers \$242.

Since 1992 his price has fluctuated from \$492, \$596, \$432, \$308, \$334 to \$402 last year.

Roy says his steers nearly always go to the weaner fairs weighing 330kg liveweight and the top heifers 300kgs.

While he has competition from plenty of other exotics, Roy's Simmentals just seem to have an edge. He has used Simmental Sires from three Northland studs - the Tokaweke stud of Jim Houlbrooke, the Terrilyne stud of Lyn Sloane and John Ellis' Puriri Simmentals.

Mr Ellis is another far north farmer and is closest of the studs to Roy, at Taipa. In fact, Mr Ellis is so impressed with Roy's cattle he bought the top pen of steers this year.

The favouritism for cattle flows both ways.

"John is like me, he doesn't pamper his bulls. What you see in his cattle is what you buy," says Roy, whose brother Bill also buys Puriri Simmental bulls.

"If you look at his farm they don't appear to be getting any special treatment. Temperament is the big thing and I like the muscling and shape of his bulls. Other people must like them too because they always sell. If they weren't right we would not be getting top of the sale."

Roy switched from a purebred Hereford beef herd to Simmental in the early 1980's. Crossed with Herefords they have performed exceptionally for him. However, that cross is vital to get performance out of the exotic breed. He doesn't want too much Simmental in his crosses.

"Simmentals up here don't have the same constitution as Herefords. I don't know how you can overcome that except using a crossbred with a strong Hereford side.

"Ever since I have been into this I have sold weaners. They appear to us to be the best bet. If we sell as weaners in preference to yearlings we have the advantage of not wintering them. The cows winter very easily without their calves."

Roy says having a good milking strain is important when selling weaners.

"You have to give the cows good feed and start the calves well. If you don't you might as well not bother. I save up a lot of autumn feed so when the cows calve they go onto good grass the first 6-8 weeks.



Houhora, Northland farmer, Roy Wagener.

(Photo courtesy of NZ Farmer)

Roy crosses his Simmental bulls with 115 Hereford/Simmental breeding cows, whose origins are from Te Pahi Station, New Zealand's northern most farm.

"I had been at Te Pahi shearing and mustering and I got hold of some of the rough cattle nobody wanted. I had been running a Hereford bull with my cows (Jerseys) and selling the vealers. I intended changing to dry stock and when the Hereford's came that sped things up."

Later it was the success of his brother Bill at Mt Camel which prompted Roy to try Simmental.

"He had seen the light and changed to running Simmental bulls with the Herefords because he could get more money for the weaners. It took me a couple of years to realise."

Because Roy only has 100 effective hectares he does not have the room to finish the offspring, thus the advantage of trading them as 7 month weaners. All he retains are the top weighted heifers as replacements.

The cows calve from June 1 and the empty percentage is usually 7%. Though because of the weather conditions in the far north last year the average was up to 15% across a number of farming districts.

A key to the good condition of Roy's cattle is that he has kept reasonable fertiliser inputs going, and on a property he developed from nothing. His father bought 62ha in 1928 and three wire fenced it.

"I came here in the 1950's and broke in the property from nothing. There is a lot of peat swamp and sandhills on the property and it was a very gradual process breaking it in. We borrowed no money, so we had to finance the development from working off the farm. Roy fished commercially and even dug kauri gum to help pay their way. Eventually there was enough pasture to milk 45 cows, a task left to his wife Joan. They later moved to farming Herefords in the 1970s, before introducing the Simmental mix a decade later. Although he is cautious about getting too much Simmental blood in his breeding cows, and with some 3/4 bred there now, he will cross them with a Hereford bull this year.

"It has been hard to fertilise but a few years ago we diversified a bit and went into water melons when the cattle prices dropped. That has been a big help because out of that we have been able to do our fertilising which we would not have been able to do when the cattle prices halved.

So while Motutangi Melons are trucked off to Auckland, Roy is able to keep the grass growing and his Simmental/Hereford's producing, and hopefully perform well at next year's Houhora weaner fair.

Simmental Weaner returns, speak for themselves...

OMARARAMA: Calf \$450

PRICES topped \$450 for the top pen of steer calves at the recent Omarama sale. Around 850 calves were yarded compared to 1200 which are usually entered in the annual event. Buyers came from Ashburton, West Coast, Central Otago and Southland. Results included: Bog Roy; nine Simmental-cross steers \$400. Simmental-cross heifers 13 at \$325 and 17 at \$295; Otamatata Station Simmental-cross steers five at \$425, eight at \$395 and four at \$390. Simmental cross-heifers six at \$320, eight at \$340, seven at \$330 and nine at \$295; Buscot 23 Hereford bulls at \$300-\$435 and three Charolais-cross heifers \$305.

OWAKA: Calf Sale

A total of 300 calves were yarded. T.R. and W.T. Burgess, Pukerito, went home with both the prize for the best pen of steer calves and the highest equal calf price for 11 Simmentals at \$420. T.R. and W.T. Burgess, Pukerito, Simmental-cross steer calves 13 at \$355 and 19 at \$325, Simmental Murray Grey-cross steers 19 at \$390 and 10 at \$370, Simmental Hereford-cross heifers 19 at \$280; Trevor Illingworth, Longpoint, Simmental-cross steers 15 at \$405 and 18 at \$360, Simmental-cross heifers 245 at \$285, 31 at \$270 and nine at \$245; Brett Burgess, Pukerito, 10 Simmental steers \$355, 14 Simmental heifers \$270, five Charolais steers \$330 and eight Charolais heifers \$300.

HOUHORA: Weaner Sale

Houhora's annual weaner cattle fair was the Roy Wagener show again this year. The elderly Houhora farmer topped the sale for an impressive eighth consecutive year, selling his top pen of 10 Simmental-Hereford-cross steers to Affco buyer Murdock Phillips for \$458. Mr Wagener's second line of steers made \$424 a head, while his top pen of heifers made \$306, a second line of 17 heifers made \$296 and the bottom end \$246. Last year Mr Wagener received \$252 for his best heifers and \$402 for his best steers. He estimates his heaviest weaner steers were 330kg liveweight at seven months and the best heifers 300kg. The base of Mr Wagener's 115-strong breeding herd is Hereford blood originally sourced from Te Pahi Station. He uses Simmental sires from studs throughout Northland, fattening beef on 100 effective hectares. He believes \$500 is a good price for weaner steers but since 1992 his top price has fluctuated from \$492 to \$596, \$432, \$308 in 1996, \$334 and \$402 last year.

CULVERDEN: Calf Sale

Recent rain and resultant pasture growth reflected the boost in prices at the first Culverden calf sales on March 26. A pen of 10 Simmental steer calves returned \$410 for owner Scott Rutherford, Waiau, to lead the sale - \$130 better than his return for the same range last year. Mr Rutherford also sold 12 Simmental at \$380 (\$235 last year), 15 at \$380 (\$220), 14 at \$375 (\$210), 19 at \$335 (\$170) nine at \$315 (\$155), and six at \$310 (\$115). Close to 1000 head of mostly steer and heifer calves were yarded at the sale which attracted a medium sized gallery and produced steer calf prices around \$100 better than last year, with heifers also selling strongly throughout the sale. Heifer lines ranged from \$145 to \$300, Mr Rutherford also topped the heifer section with eight Simmental calves at \$300 (\$210), eight at \$285 (\$200), six at \$235 (\$160), seven at \$270 (\$120), 11 (small) at \$200 (\$107). Buying power came from within Canterbury.

MASTERTON: Weaners \$600

There is no sign on North Island east-coast weaner-cattle prices dropping as farmers scramble to secure young stock before winter. Masterton's weaner steer, bull and heifer cattle fair on Wednesday last week attracted about 2900 entries. The day's top price was \$600/hd for 65 Simmental/Charolais-cross steers offered by John and Helen McFadden's Glenbrae Partnership - regular top performers at the weaner sale. The bulk of steer sold for \$1.40-\$1.60/kg liveweight, bulls averaged about \$1.50/kg and heifers made \$1.10-\$1.35/kg. There was barely standing room inside the selling rostrum, a sight agents can hardly recall. Buying interest came from Manawatu, Hawke's Bay and Wairarapa farmers. It maintained a strong start to the weaner season, prompted by recent grass growth plus a shortage of stock because of the drought.

...make sure yours do!

For over 25 years in New Zealand, Simmentals have shown their superior performance by returning not only top prices at weaner sales but consistently high average prices. This year was no exception.

The premium returns Simmental weaner produces are achieving aren't just because the cattle look good. The Simmental when used for cross-breeding over traditional British breeds is proven to produce progeny that achieves target weights much earlier with a higher dressing out percentage to that of the traditional breed alone. Therefore finishers are willing to pay more.

To make sure your weaner returns are worth talking about, next season make the decision to use Simmental in your cross-breeding program this season.



Simmental - Your cross-breeding partner

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FARM ASSURANCE POINTS WAY TO FOOD SAFETY

by David Hall
AFFCO Group General Manager, Operations

Food safety is perhaps the single biggest issue facing those of us involved in the food processing chain - a chain that begins with the farmer.

The safety of the products we provide is repeatedly identified by the consumer as the over-riding concern in considering the purchase of food items.

Therefore the more we can guarantee the safety of the processing chain, the more re-assurance we can give to our customers and the consumer.

Several recent events highlight the damage that can be done when a product is perceived, not necessarily proved, to be unsafe.

In New Zealand there is a major public debate about the safety of Genetically Modified Organism (GMO) Foods. In March 300,000 pigs were slaughtered in Malaysia after an outbreak of encephalitis and last year vast numbers of poultry were killed and burned in Indonesia after a similar communicable disease outbreak.

Elsewhere around the world there have been concerns with the E coli bacillus, listeria, salmonella and most infamously in the United Kingdom, the BSE scare that effectively shut down the British beef industry and caused a major downturn in the consumption of beef.

There is no doubt food safety is the major issue facing our food processing industry and therefore the New Zealand Beef Industry.

New Zealand has a clean, green image in its overseas markets. But that is an image that will quickly evaporate if we do not take notice of the increasing demands for food safety throughout the food chain.

And food safety begins on the farm.

A lifetime of work can be lost very easily if standards are not maintained.

The pictures from the UK as farmers watched their herds destroyed after the confirmation of BSE, the bovine equivalent of Jakob Creutzfeld Disease in humans, in beef herds were devastating to watch.

In some cases generations of work to build up farming enterprises was lost within minutes. On-farm assurance, together with close monitoring of all steps of the food processing chain, is essential if we are to

continue to provide safe products from New Zealand beef farmers. More importantly is the back-up this provides in the perception that New Zealand beef is a high quality, safe and hygienic product.

Not only must we produce the quantity, quality and specification of beef product demanded by AFFCO's customers but increasingly we must be able to guarantee its safety and trace that guarantee all the way back to the farm.

Traceability is the dominant theme of our Lamb Select programme, which was introduced over a year ago to meet the requirements of our major customers in the United Kingdom.

Our lamb product in the supermarket in Britain can be traced back, literally to the farm it came from in rural New Zealand. Every step of the food safety chain is monitored.

AFFCO led the industry in the introduction of this programme and others are now following.

Beef producers can expect similar demands from beef customers.

If those demands aren't met then beef producers will have to accept second-best prices for their products.

Failing to meet the demands of the domestic and international markets for greater traceability, accountability and food safety will mean New Zealand beef producers end up as price takers not price makers.

Standards and protocols on the farm will have to be introduced if New Zealand beef producers are to maintain and grow their place in international markets - especially as we face increasing competition from pork and poultry.

Quality assurance and strict adherence to hygiene and safety protocols are already an established fact in AFFCO's processing plants.

To meet the expectations of customers we regularly send our specialist staff into the customers' markets to research standards and ensure we meet or exceed them.

The introduction of these protocols and standards does take some adjustment - an attitudinal shift.

But adherence to hygiene is now a routine part of the job in our plants and we are finding an increasing number of our suppliers are joining programmes such as our Lamb

Select scheme because of the advantages it brings in pricing and certainty of demand for well-managed stock.

Much of that change or adjustment in attitude for farmers comes down to simple stock management practice.

Resting stock, ensuring documents are compliant, tuberculosis cards are in order, growth promotants are noted, drug regimes are followed and good records are kept, are simple steps that many farmers already take when preparing stock for processing.

But it remains surprising how often basic stock management is not followed.

AFFCO and other processing companies face a constant battle to have stock properly branded or identified. Put simply, how can we expect to pay someone if we don't know where the stock belongs?

More importantly if there is a problem with stock and it is unmarked, then it can affect the entire kill on that shift.

If a vet detects drugs in one animal on the chain then all others are deemed unfit. Harsh, but a reality in meeting the demands of today's market.

There was a recent case where sulphur drugs were detected in bobby calves sent to a works and that supplier was fined heavily. These things don't happen if suppliers simply follow the recommendations from their vets on drug use or follow the instructions on the packaging.

Animal welfare is another area of our business where there are increasing concerns.

AFFCO is now applying contractual guidelines to ensure stock is transported in nil-bruise crates and to ensure environmental regulations on effluent disposal are met.

There are guidelines in place to ensure stock suffer minimal stress and are presented at our processing facilities in optimal condition.

That benefits AFFCO, the supplier and our customers because we are able to ensure optimum yields for AFFCO and the supplier from well presented stock while meeting the specification requirements of the customer.

There is a change underway but there needs to be greater awareness among suppliers that change is necessary for New Zealand beef to remain competitive in the international market.

AFFCO is working as a driving force in that change.

Our on-farm assurance schemes are designed to provide re-assurance for our customers as well as ensuring stock arrive at our facilities in the best possible condition from the farm.

Both MAF Quality Management and Ag Research carry out independent audits of our accredited suppliers under the Farm Assurance scheme use as part of our Lamb Select programme.

It is the type of programme that will be introduced to the beef sector in the near future.

Without it, beef farmers can expect to see their margins fall as overseas suppliers, aware of the benefits of on-farm assurance, capitalise on any tardiness in this area by their competitors.

As awareness of food safety issues continues to grow and the technology to monitor and detect problems improves so too must the standards we apply to our beef production continue to improve.

It is an issue we are acutely aware of at AFFCO and one to which farmers must pay increasing attention.

Basic good stock management practice and keeping up with the demands from our overseas markets are key steps in securing the long-term future of the New Zealand Beef industry.

Add value to your livestock investment.

Our experience and expertise can benefit the management and realisation of your livestock investments.



- Experienced and specialist personnel.
- A vast knowledge of availability, bloodlines and characteristics of appropriate stock.
- Buying, selling, financing services.
- Comprehensive stock insurance.
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Frank O'Reilly - Mobile 025-321 384. After Hours: 0-3-349 9167.

Pouriwai Simmentals

TB ACCREDITED

**BULLS FOR SALE AT THE GISBOURNE COMBINED EXOTIC SALE
ON THURSDAY MAY 27TH 1999**



POURIWAI AG441 POLLED

Sire: Pouriwai AE31 Polled Dam: Pouriwai AB201

Interim EBV's

Gest.	BW	200 Wt	400 Wt	600 Wt	200 Milk
-2.2	+0.2	+23	+41	+43	+8
50%	76%	70%	65%	65%	43%

POURIWAI AG468 POLLED

Sire: Rissington AD256 Dam: Pouriwai AA126

Interim EBV's

Gest.	BW	200 Wt	400 Wt	600 Wt	200 Milk
-1.4	+1.7	+21	+37	+43	+3
50%	76%	69%	63%	64%	45%



POURIWAI AG481 POLLED

Sire: Pouriwai AE31 Polled Dam: Pouriwai AD531 Polled

Interim EBV's

Gest.	BW	200 Wt	400 Wt	600 Wt	200 Milk
-3	+0.6	+26	+43	+45	+9
51%	76%	70%	64%	65%	38%



***Pouriwai used AG481
over 1 yr Heifers and
2yr Heifers in 1998.***

POURIWAI AG499 POLLED

Sire: Pouriwai AE31 Polled Dam: Pouriwai AD560 Polled

Interim EBV's

Gest.	BW	200 Wt	400 Wt	600 Wt	200 Milk
-2.4	+1.4	+24	+38	+42	+7
51%	76%	70%	64%	64%	40%



POURIWAI AG510 SCURRED

Sire: Pouriwai AE31 Polled Dam: Pouriwai AD 602 Polled

Interim EBV's

Gest.	BW	200 Wt	400 Wt	600 Wt	200 Milk
-0.6	+2.6	+25	+39	+48	+8
49%	75%	69%	63%	63%	39%

POURIWAI AG492

Sire: Pouriwai AE31 Polled Dam: Pouriwai BD559 Polled

Interim EBV's

Gest.	BW	200 Wt	400 Wt	600 Wt	200 Milk
-1.4	+1.5	+22	+36	+37	+10
48%	76%	70%	64%	64%	46%



POURIWAI
SIMMENTALS

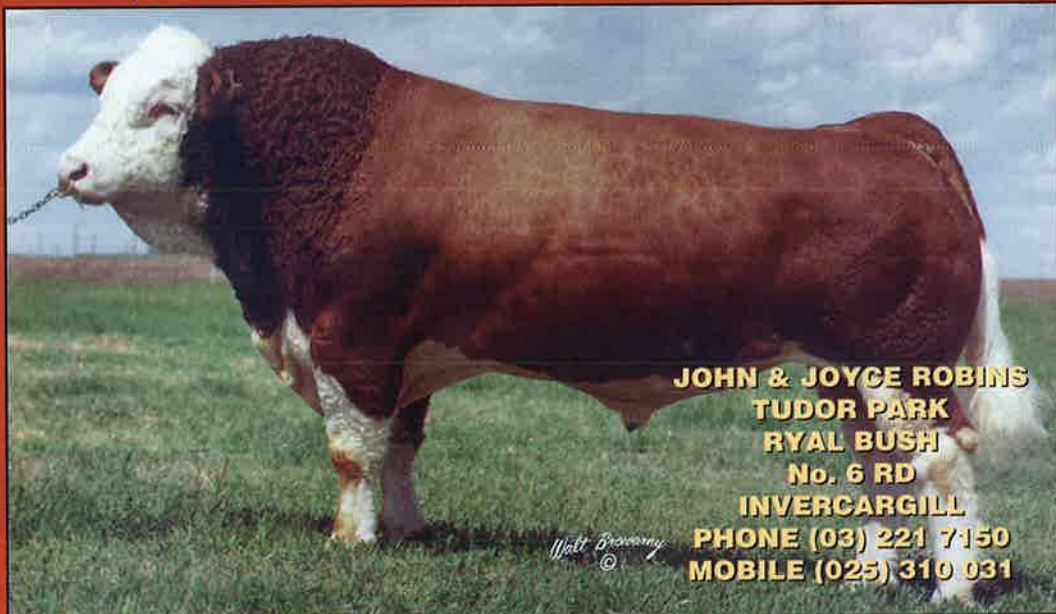
Gerald Kemp
Ph (06) 867 0867
Fax (06) 867 7443
Duncan MacPherson
Ph (06) 867 0821

SOUTHERN ROBOT

Herd 1

Herd 585

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We regularly wean 400kg plus calves.

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Visit of

Fernando A. N. Carvalho

by John Scott

In March 1999 one of the great, albeit unofficial, ambassadors of the Simmental breed made a short visit of one week to this country. Fernando Carvalho is a veterinary surgeon who is also a university Professor of Bovine Reproduction. He is also a breeder of Simmental cattle, on his ranch in Sao Paulo State. As well as his involvement in cattle in Brazil, he has specialised in bovine reproduction in the National Livestock Breeding Center in Japan, and has researched at the Texas A & M University in the Texas Agricultural Experiment Station.

Fernando is active in the World Simmental Federation and I first met him at the Congress in Austria in 1994, where he presented a paper. I was impressed then with his combination of practical and theoretical knowledge of the Simmental breed and even more impressed with his obvious enthusiasm and love for the breed. Jim Houlbrooke made contact with him at more recent congresses, and gained a similar impression. Last September he published a book of some 420 pages of the history of the Simmental breed in Brazil. Unfortunately it is in Portuguese but I'm sure a translation into English would be well received.

Simmentals have been in Brazil since the very first years of the twentieth century, and they number about 70,000 pure-breds spread around 1400 breeders. Their predominant role is for cross-breeding with the *Bos indicus* Zebu cattle. As in many countries, Simmentals are used for milk production as well as meat in Brazil and selection is in the ratio of 40% for milk and 60% for meat production.

I was pleased to hear in February that Fernando would pay a visit to New Zealand the following month. As well as staying at my home in the Waikato, he also stayed with Jim Houlbrooke in Northland and Russell Priest in the Manawatu. During that time he visited a total of fifteen stud properties and commercial farms that utilised Simmental genetics and also Massey University. I believe that every breeder lucky enough to spend time with him discussing various aspects of cattle breeding gained a lot of knowledge in a remarkably short time and that in spite of some language difficulties. His opinions on cattle are frank and honest, as they are, indeed, on occasion with people and his friendly and very outgoing personality ensured that he left many new friends in New Zealand.

In spite of the obvious differences it seemed to Fernando that there were many similarities between Brazil and New Zealand. Most apparent was both countries' reliance on grass feeding and finishing of cattle, rather than the use of grain. Another similarity to at least the North Island of New Zealand is the occurrence in dangerous quantities of the *Pithomyces chartarum* fungus, which is the cause of facial eczema. By chance Fernando was here during the extended period of danger in the island.



With Nigel Hutchings and MA cows.

It was a great pity that he spent only a week in New Zealand, and due to the time constraint was unable to visit the South Island. I hope to see him back in the country someday, when more use could be made of his skills. He is one of the breed's great assets.

MAKERIKERI GIGGILO



**Well grown, excellent temperament
polled, used in service**

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Central South Is. Simmental Bull Sale
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**Enquires and Inspection welcomed
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TAPUATA SIMMENTALS

SOUTHERN HAWKES BAY *Featuring another Stayer = Tapuata Sandy Barwick*

Some things realised at Tapuata:

1. The best cows in the herd produce the best calves every year.
2. 600 days equals 20 months - remember this when selecting cattle for breeding or finishing.
3. Simmental is a superb terminal crossing breed. Store cattle markets consistently reflect this.

Have you ever wondered what growth trait leader cows look like?

Tapuata Sandy Barwick 1456AB42

BW	200M	200W	400W	600W
2.8	9	18	40	44
71%	62%	69%	69%	67%



Featured here is Sandy Barwick of Tapuata (the original Sandy Barwick, a Canterbury athlete set a world endurance record for running) 1998 growth leader list with her 1996 Rissington Admiral Calf. A very sound cow she is considered to be one of Copental Terrific's very best cows of over 700 recorded. Her 1997 calf also by Admiral is a 1999 National Bull Sale entry. He is red pigmented and polled.

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No. 1 in Livestock Identification

Phoenix FARM ASSURANCE

Why we have produced a Farm Assurance model and why we have invested in the McCarthy system

Regardless of type of food, producers are going to have to provide consumers assurance that the history of the product is known, and therefore it can be consumed with confidence as safe.

To participate in the best option markets for sheepmeats, farm assurance is already a prerequisite, as is also the assurance that the stock from the supplying farm has been treated in accordance with the principles of animal welfare.

For beef, to date, while not yet monitored, assurance through traceability and adherence to animal welfare principals is expected by our customers in premium markets. It is only a matter of time before monitoring is essential for such markets, BSE and E-Coli have served to strengthen their resolve.

Beef, without such guarantees, will still be marketable but it will be at a discount compared with product that is provided with assurance.

In preparation for the above we have produced a basic assurance document, with an example of a simple recording program on a mob basis, as a toe in the water approach.

This is voluntary but if you wish, with your authority, our buyers on farm visits can access your level of compliance and progress for you.

I believe that it will also not be long before individual assurance and traceability records will be required. For your information I have enclosed a copy of what I believe a recording sheet to comply with such requirements would look like.

In addition to this, I have included the same recording sheet with a bit more information on it to allow the recording of animal performance. This additional information would be totally for your purposes.

With the technology age here and some farms with computers, the measurement of individual performance and the ability to repeat that performance or

not to repeat that performance through traceability, will be a significant tool in on farm profitability. "In regard to performance there is more variance within breeds than there is between breeds - up to 50%"

Remember all of this is voluntary, I believe it would be prudent to take at least a small step in the direction of on-farm assurance, and everyone should go at their own pace.

INDIVIDUAL IDENTIFICATION

VS

MOB IDENTIFICATION

This option is available to producers when mandatory requirements to identify cattle is introduced next year.

I cannot express strongly enough our preference for individual identification.

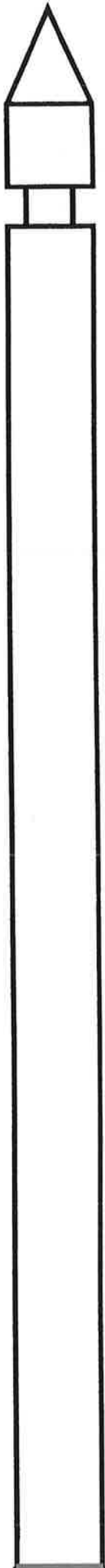
Phoenix has invested in the McCarthy system of animal and carcass reporting which in my belief is the most progressive available and is based on reporting on an individuals basis.

Our investment in this system is to provide our suppliers with a package of information about individuals -

Currently - Weigh, grade, fat depth, fat colour, meat colour, PH, animal presentation and health.

This information when combined with on farm performance is used by progressive breeders to develop desirable traits through genetic selection or by growers and finishers when making buying decisions. Traceability and desirable characteristics is a growing factor in premium markets and hence will grow as a factor in farm profitability.

RICHARD CORNELIUS
Managing Director
Phoenix Meat Company Ltd.



David Carter regretful of Avon Park

This sad decision
has been brought
about by my wish
to spend more
time with ...



This sad decision has one advantage – Avon Park Simmentals now
home with David and Kathryn Keown at Lone I

Over the last 25 years breeding cattle has been an e

I have thoroughly enjoyed my involvement with the N
including a period as President. I have been lucky enough to travel

Simmentals from Canada, the USA, E

I have made many friends and have good memories from my year

I wish David and Kathryn Keown and his family all th

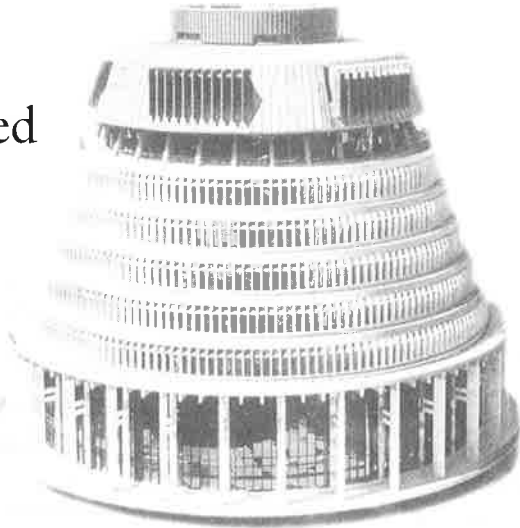
Once again, thanks to all my friend



Avon Park

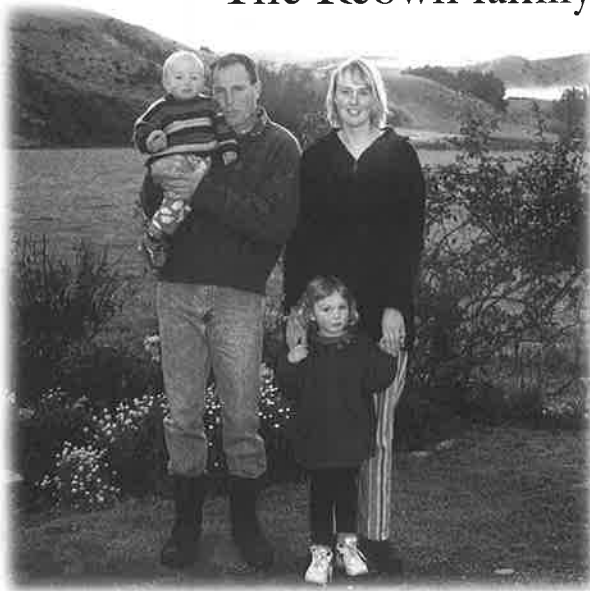
ly announces the sale t Simmentals.

and a need
to put in
more
hours
at ...



v have a new and very agreeable
Pine Simmentals, Raes Junction.
enjoyable and exciting challenge.
ew Zealand Simmental Council,
l to several countries, importing
ngland, Germany and Australia.
rs of association with the breed.
ne best with their new purchase.
s and colleagues in the industry.

The Keown family



Simmentals



NATIONAL IDENTIFICATION OF CATTLE AND DEER

From 1 July 1999, the Animal Health Board (AHB) will phase in a scheme for the compulsory identification of cattle and deer in New Zealand.

The primary purpose of the scheme is to trace sources of bovine tuberculosis (Tb) when infected animals are found at slaughter.

The scheme will require animals to be officially identified with a number showing their herd of origin, plus an individual animal number.

In addition to tracing sources of Tb, the ID system will have further value for use in farm and industry quality assurance and performance recording systems.

KEY POINTS

- Cattle and deer born after 1 July 1999, which are one month of age or over, must be officially identified before being moved from their herd. The scheme will be extended to all cattle one month of age and over after 1 July 2001.

- If the animal's first movement after one month of age is directly to slaughter, it must be identified with either an official primary ear-tag, or a direct to slaughter ID.

- If the animal's first movement after one month of age is not directly to slaughter (for example to sale, show or another herd) then it must be identified with an official primary ear-tag and a secondary ID.

- Animals being moved to grazing will be exempt provided they remain under the direct management of their owner and they do not mix with cattle or deer from other herds.

- Animals being moved to show may be exempt but will require a special permit.

- Animals less than one month of age do not need to be officially identified when they are moved, but they will have to be officially identified by their subsequent owner or manager when they next moved, provided they are one month of age or over.

- Farmers using the Livestock Improvement Corporation's MINDA ID system will be able to obtain all official ID needs through the MINDA ordering system.

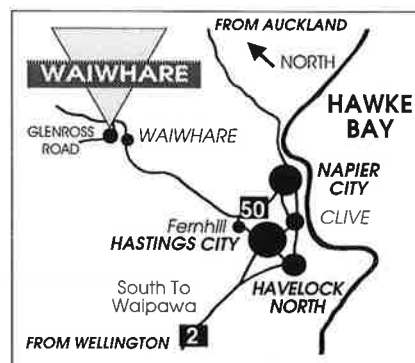
- The AHB will approve other suppliers of official ID. These will be advertised.

AHB will advertise further details of the scheme, and all farmers will be mailed an information package in May.

- Nick Hancox, Animal Health Board



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CONTACT TONY WARD
Stud Manager
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2ND ANNUAL BULL SALE
KAURI SALEYARDS, WHANGAREI
Monday 12 July 1999 12 noon

Inspections and Enquiries are always welcome

Ray and Laurelle Crosby
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Phone (09) 4322 471

LONE PINE



SIMMENTALS

STUD SIRE



Stone Hut AB961

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2nd Annual Bull Sale

Friday 21st May 2.00pm

Mt Benger Saleyards



David Keown Raes Junction, Dunedin R.D.

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COMMERCIAL BULL BUYERS PACKAGE OF SERVICES

by Russell Priest

Breeders of stud bulls must improve their service to clients if they wish to remain in business. This is the clear message which emerged from the analysis of Simmental NZ's recent survey to its commercial client base.

As a direct result of this, Simmental New Zealand has developed a commercial bull buyers package of services to provide:-

- 1 a standardised database of information on each of its stud breeders (this will be held at Simmental NZ's office and be available, on request, to any commercial cattlemen)
- 2 potential bull buyers with important information for use when purchasing bulls.
- 3 A series of concisely written bulletins dealing with beef issues

The standardised database of information on stud breeders will include details on:

- the stud breeders property
 - its size, contour, carrying capacity
 - other enterprises run in conjunction with the stud
- a general stud profile incorporating
 - the size of the stud cow herd
 - when and how the stud was established
 - the aims and breeding objectives of the breeder
 - the percentage of males bred which are available for sale
- the genetic background of the herd
 - what bulls have been used and their performance information
 - genetic trend information on the herd

The bull buyer guide will include topics such as:

- Breeding objectives and enterprise selection
- Buying a bull:
 - a Bull structural and breeding soundness: -
 - testicular size and tone
 - semen quality
 - serving capacity
 - b Genetics - EBV's and what they mean
 - Reading a Breedplan catalogue
 - EBV's expressed in dollars and cents

- Bull maintenance
- Bull buyers checklist
- The use of yearlings bulls
- Bull costs of natural mating
- The testicular size, female fertility correlation

Proposed bulletins may include topics such as:

- Improving profitability of the cow herd
- Taking advantage of crossbreeding
- Improved bull selection using performance records
- The use of strategic alliances
- Improving the profitability of finishing systems

In summary, this is by no means an exhaustive list.

Additional components will be added in response to the changing environment.

Stone Hut Simmentals

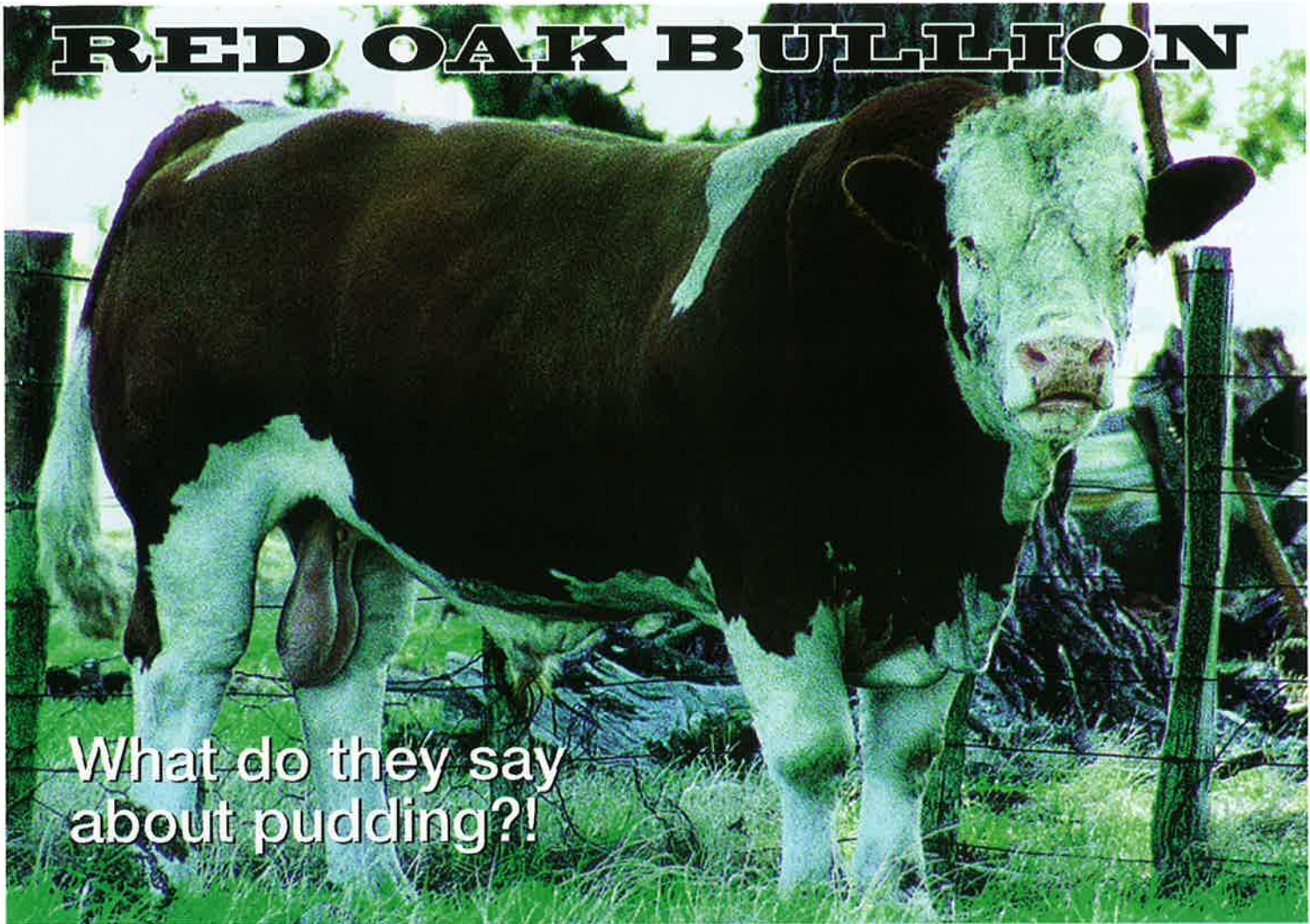
Herd No. 10
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27 years of performance
recording for low
birth weight and rapid
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**Selling bulls -
Temuka Sale
16th June 1999**

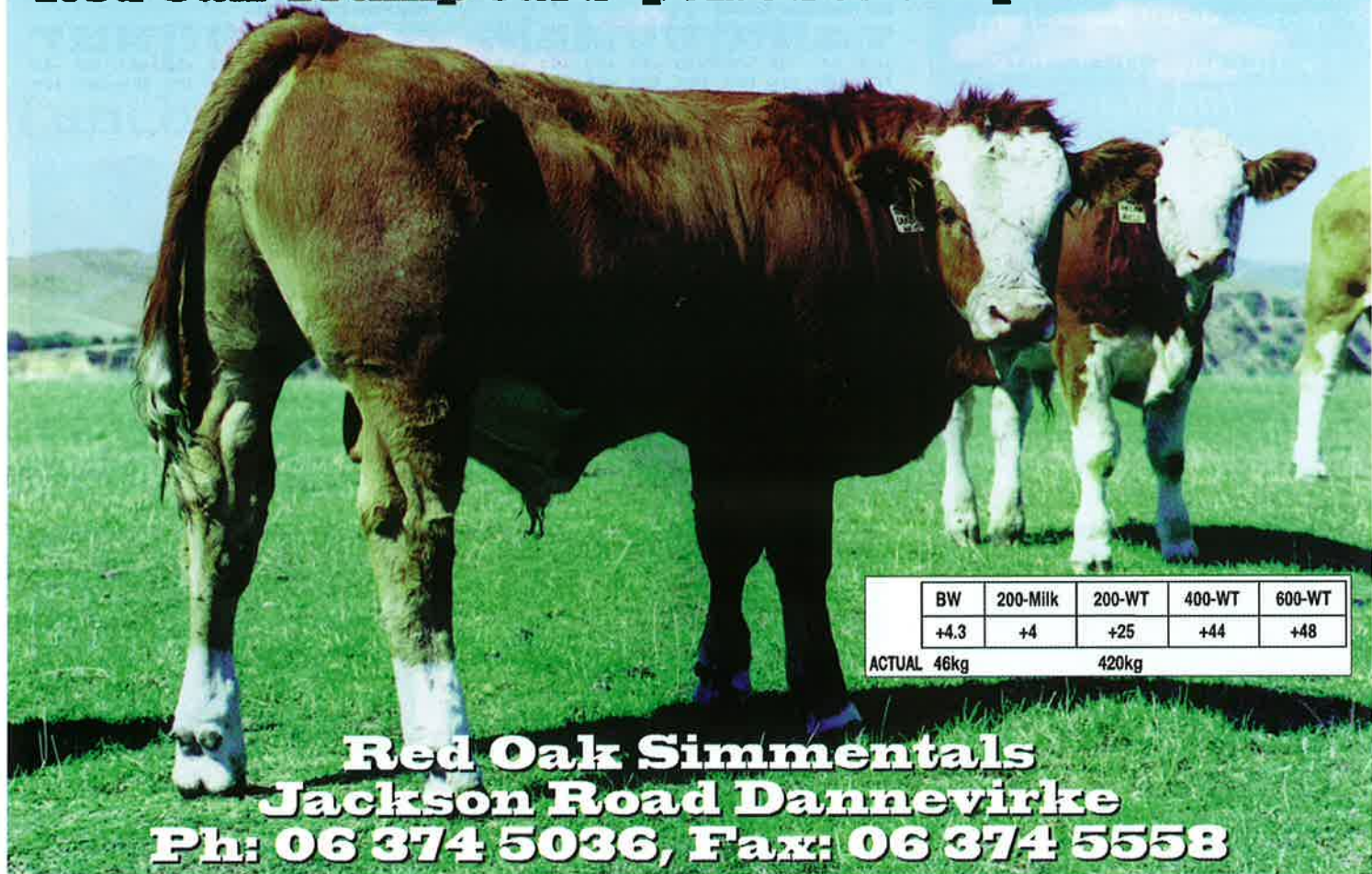
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David Petterson (15 lots)

Quenton and Tracey Robinson (13 lots)

Bill and Helen Woolston (12 lots)

We wish you well for the future.

Richard & Patience Izard

Buyers of top selling lots of each class:

MA Cow; David Petterson

R2 Heifer; Malcolm and Ngaire Entwisle

Heifer Calf; Malcolm and Ngaire Entwisle

Bull Calf; Curly McFadden



Allan & Kathryn Godsiff

A Wave Goodbye to Simmental NZ

From Allan Godsiff



When Richard Glubb offered me the opportunity to write this comment it occurred to me that by the time it was being read I would most likely be 15,000 kilometres away.

This realisation has given me a little more freedom than would normally be the case but having said that, I will not set out to upset anyone but may fire the odd shot as I go along.

In my 15 year association with the Simmental breed I have been in a position to see things from a number of different perspective's, from the points of view of two larger studs (Rissington and Springhill), a small stud (our Nopera Stud), an exhibitor and a judge, a councillor and a member, and from all angles one thing is constant and that is that we have a great breed and a great bunch of people involved.

I have seen the Simmental council become a more efficient, motivated and progressive body. Tough economic times have forced tough decisions, not always palatable to the membership, but have trimmed any fat from the system and created a sense of urgency in the implementation of breed and industry objectives.

The last 15 years have seen some innovative ideas tried by the breed, some resounding success' and some not so successful. A highlight would be the highly successful certified Simmental sticker promotion that really focussed on the breeds domination of most of the major weaner fairs in the country, a domination that continues as I write. In fact it seems the only area of the industry where Simmentals aren't leading, is in the area of bull sales. This is largely due, in my opinion, to the industry "con job" of "quality beef" and the myths that have gone with it. There is a perception that you cannot get quality beef from Simmentals without at least half of the genetics coming from a breed that shall remain nameless but that you have difficulty seeing in the dark. I would argue that the quality beef we produce best in New Zealand is from young fast growing bulls and heifers with a high percentage of European blood. I quote the example of a friend who has Simmental cows crossed with Charolais bulls. Do you think the market place is telling him his cattle are low in meat "quality" as he meets weight and grading specifications at very young ages?

A bold move was the introduction of the use of EBV information in the showing, a move that did and still does meet with some disapproval from members which in my view is unfortunate as the whole motivation was to inject some commercial reality into a situation (showing) that has lost any relevance it may have had to commercial farming. In hindsight perhaps the founding council were right in their view that showing was not to be a part of our performance breed.

The criticised use of a professional facilitator to help us formulate our strategic plan and direction for the next 10 or 15 years was a highlight of my time on council and I firmly believe a very wise use of society funds. I believe history will prove this right over the short and medium term as the strategies are put in place. I sincerely hope that the membership gets in behind the initiatives and determines to make them work as opposed to sitting back, or worse still talking them down and waiting for them to fail.

There are a number of issues I believe that are holding back the progress of the breed in an on farm sense and also a wider industry perspective and I will give my views on these as I see it. Please remember that these are personal views of someone leaving the country.

Performance recording. The cornerstone of our breeds success is and

will continue to be the availability and judicious use of performance information and it distress' me greatly to have issues here that are undermining this very foundation. The continual bagging of our EBV's by a small although vocal minority of our members does great damage to all involved. I hope the recent appointment of a highly competent genetics officer for New Zealand, a person well known and respected within the Simmental breed, will get some of these issues dealt with quickly. The next, and possibly more destructive issue, is the "selective" reporting of performance data. By this I refer to the non recording of dead or inferior animals particularly progeny of animals being marketed to other unsuspecting breeders. We need all members recording their entire calf drop, including calving ease, weights of all animals present at weighing and real attention to management groups.

The National sale. An event that should be the highlight of the year with all the best bulls from around the country at one venue is blighted in my opinion by the continued emphasis on liveweight, the ability of temperament problems to be hidden by show type feeding and handling and the fairness of the event is compromised by including a show. It is my view that a show is inappropriate for the national sale as incalculable harm can be done to a bull's sale prospect by a judges comment, body language and placing's. Every vendor pays the same entry fee so is therefore entitled to the same promotional opportunity in the pre-sale events and under the present system this just doesn't happen.

So, I've fired a few rounds and got some things of my chest but now I'd like to finish on a positive note. The breed is in good heart, the leadership is strong and visionary and the cattle have a very important part to play in the future of the New Zealand beef industry. As in all organisations the strength lies in the people involved and in that respect the Simmental breed is very strong.

The genetic diversity that is one of the breeds great strengths also runs true in the breeder. Through the country we find for example a low frame score breeder of Scottish decent in the Wairarapa, a large framed breeder with veterinary qualifications in Central Hawkes Bay, a breeder in the big city that on first glance looks better suited to a back country station, a white haired Banjo Patterson reciting breeder in Canterbury, we also have politicians, business executives and farmers from all terrains and regions all gaining pleasure and living in the hope of profit from their Simmental cattle.

Kathryn and I have had considerable pleasure from our association with the Simmental breed and close this chapter of our lives with some sadness, but the old saying of when one door closes another opens is true for us as we head for a new challenge in the USA.

Y'all come see us y'hear!

Simmental Exchange in Australia

..... Adelaide

On the second of July 1998, Susan Austin and I met up in Melbourne, after a couple of days of city life we were ready to start on our adventure to the South Australian Heifer Show.

We picked up a rental car right in Melbourne (thank goodness I wasn't driving) and over the next two days zig zagged our way through some amazing country to Adelaide, staying at properties and visiting a few sheds along the way. We even managed to squeeze in a 'footy' game - love the tight shorts and sleeveless tops!

Our 'host' family in Adelaide was Michael and Rosland Kunst. They lived about 40 minutes from town at Cuddle Creek and their Simmental Stud "Ebony Park" was about another 20 minutes further north. Over the next week Susan and I commuted to the shed daily, Michael and Roslands' daughter, Shannon showed us all the tricks of the trade. This was a tremendous help considering I had never clipped before in my life. She taught us everything from finishing sprays to boning up the legs, she definitely had the finishing touch down pat after years of experience.

Unfortunately we struck terrible weather and most days were spent in the shed grooming,

leading and feeding out of the rain. We really were in the wrong place at the wrong time, with the outcome of the "Bledisloe Cup" and Susan and I had been building it up for so long which made our fall from grace even further.

All packed up, we were off to the Heifer Show, full of anticipation. After settling in we were allocated ballot heifers, we were both lucky with the draw - Susan had finally got me leading a Shorthorn! The whole show was extremely well organised, everyone was helpful and friendly, just a great atmosphere for all ages to have fun, learn more about the industry and meet new people with similar interest.

Over the next few days we attended lectures on topics from Public speaking to electric fencing, completed assignments, judged and were judged. It was all go,go,go and the time really flew. We were wrapped with our placings as we certainly were not expecting it.

Laclan Day came to talk to us about the work experience award on the second day

To be honest I wasn't even listening until I heard "you would have to be prepared to be riding horses everyday" - then my ears pricked up



Tusha Midgley with her Shorthorn heifer.

By Tusha Midgley

Tusha on duty in the South Australian Competition.



and my name was on the list, shades of the 'Man from Snowy River' in my mind.

I was not for the moment expecting them to give it to a New Zealander, and it was quite a reality shock when I heard my name called out. So, no sooner was I back in New Zealand, when my return ticket for Australia was booked. "Eidsvold Station" - owned by Anthony and Sally Coates - had sponsored this award for three months on their leading "Santa Gertrudis" stud, in Queensland.

Due to University, the only time I could get away was over the summer vacation, which is not the best time to be visiting central Queensland, when temperatures sore into the forties. I stayed on two properties in this time, 'Cyranda' Santa Gertrudis stud No 3 owned by the Joyce family and the Eidsvold. Both places were absolutely amazing, the country, cattle, horses, kangaroos, dingoes, snakes etc, and people, are something I will never forget, a wonderful experience and I can't wait to visit again. Most days were spent mustering on horses, branding, breaking-in, dipping and quite a lot of swimming. Over New Years eve I went down to 'Surfers Paradise' which was a huge contrast from cowboy hats, jeans and boots, to bikini city. It was great fun but I was looking forward to getting back to the country again. My parents were over for Christmas too, so I managed to see a fair bit of country in between the two properties, which was great.

I would like to thank the Simmental Society for giving me the opportunity to go to Australia which lead to a second trip. I have learnt so much from this experience and have come back with many fresh ideas and goals for the future. I hope that we can see more progress in setting up educational programs like the judging schools and heifer shows in Australia, so we can prepare the judges and the future decision makers of our cattle industry.

A huge 'thank you' to my host families, Michael and Rosland Kunst, Burnett and Louise Joyce and Shannon and Anthony and Sally Coates, also Jan Gray for all the help you gave Susan and I. I hope to see you all here soon.

A delatide My Australian Trip

by Susan Austin

My Australian trip in July began in the hustle and bustle of Melbourne. After an early flight from Christchurch to Melbourne I met up with Tusha Midgley in our hotel room. Tusha had found a friend of ours from Lincoln University whose family live in Melbourne, so we had a guided tour of downtown Melbourne and its shopping highlights.

The following day we hired a car, and yes, we drove out of Melbourne. Our destination, with two nights to get there, was Cudlee Creek, Adelaide. We managed to detour along the way, visiting a farm at Allarat for a night, then a shorthorn stud in Robe the following morning. These places are four hours away if you don't take a wrong turn!

We arrived at our host family Mike and Rosalind Kunst at Cudlee Creek on Sunday night. This gave us one week to get our heifers and ourselves ready for the South Australian Heifer Expo.

The farm was half an hour from Cudlee Creek so every morning Tusha and I drove the family's ute to the farm. To our surprise we were warned not to hit any kangaroos!

Ebony Park Simmentals is managed by Shannon Kunst who was our coach and trainer for the week. Giving us lessons on clipping, and preparing us for what was going to happen at the Heifer Expo.

The weekend before the Expo we spent relaxing, sightseeing, shopping and of course watching 'footie' (Aussie Rules).

Derek Hayward, a previous winner of the Simmental Heifer Show Exchange, arrived during the weekend so we put him to good use on Mon-



Riding around Ebony Park.

day morning carting our heifers and our gear to Adelaide!

After a slow trip into Adelaide, as one of the ballot heifers kept falling over, we arrived at the showgrounds, unloaded the heifers and our gear.

Tusha and I shared a 'locker'. This is where all our gear was kept and where we were to sleep. This was no mean feat to squash two suitcases and ourselves in a 2m x 2m room!

Here began a full-on, hard working, stressful, but enjoyable four days. Our first afternoon (Monday) at the Heifer Expo saw us looking around the Woolworths chillers and boning rooms and then the final product on the supermarket shelves. To our surprise among the packets of beef and lamb we found camel meat!

On arrival back at the showgrounds we drew our ballot heifers. The ballot heifer has been halter broken but she needs to be clipped and some show training. I drew an Angus heifer, who was a darling.

Tuesday morning involved seminars which included talks on Gallagher Electric Fences, public speaking and Breedplan, just to name a few.

Tuesday afternoon and evening's job . . . clipping our ballot heifers. Actually it wasn't too bad. Tusha and I offered each other advice and by bed-time our heifers only needed some finishing up and touching up.

After a sleep that went too fast and was rudely interrupted by fighting



Prepared for a days mustering on Ebony Park.

possums on our tin roof . . . Junior judging. The Junior judging consisted of two written judging classes and one oral judging class where ringcraft as well as oral presentation and dress were assessed.

After lunch heifer judging took place. Big classes and strong competition saw my Simmental heifer come into sixth place in her age group. A great result, just short of a Ribbon. Once my heifers were fed and watered I headed away for my interview.

Thursday, the last day, 'D' day, Herdsman and Handlers Classes.

The Kiwi girls showed their stuff in the Herdsman Class with our ballot heifers — Tusha gaining second and myself first.

Out of the ring from that class and into the ring with our Simmental heifers for the Handlers Class. I emerged with a fifth place in this class.

After the champion heifers were decided it was time for the Champion Handlers to be awarded. I headed out with my ballot heifer for this championship. Four competitors vying for the Champion Senior Handler 1998. It was finally awarded to a fellow Shorthorn breeder, Alice Withers.

During the week we had completed two marketing assignments. During the prize giving the placings were awarded — I came first and Tusha second.

The overall prize where all the points from the week are accumulated was won by Alice Withers. I was lucky enough to come second, just two points behind.

I had a wonderful time at the South Australian Heifer Expo and thank the Simmental Association for sponsoring our trip. To the Kunst family for being my host family, supplying our heifers and making me so welcome. A special thank you to Shannon Kunst for being such a huge help as coach and Derek Hayward for his advice.

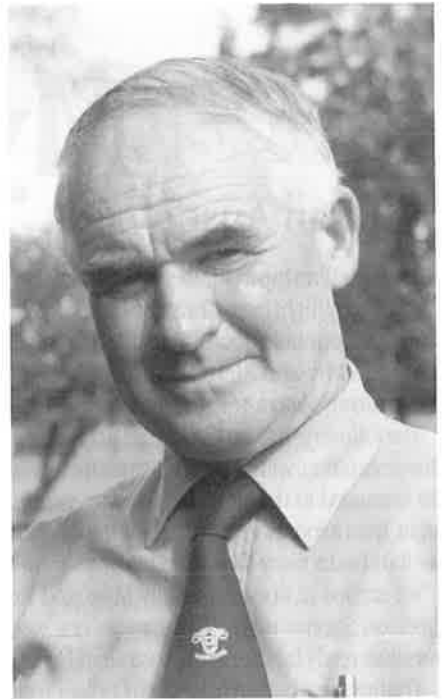
To all young people of the beef industry I encourage you to support and participate in Herdsperson competitions, they are a great learning experience and its worth all the years of practice to go to the South Australian Heifer Expo.



Susan Austin and Ballot Heifer, 1998 South Australian Heifer Expo.

Jim Houlbrooke

WORLD CONGRESS REPORT



The Simmental World Congress was hosted by Brazil last September, and was attended by a contingent of sixteen from New Zealand and Australia.

The total package tour included a pre-congress tour of Argentina, Peru and Bolivia.

With the majority of the party having travelled together to the previous congress in South Africa and with Peter Speers again as tour leader, we soon settled to a similar menu of cattle viewing and sightseeing.

A feature of Argentina is the vast pampas area where we visited a 10,000 hectare property owned by a family based company. A combination of kind climate, adequate rainfall, flat contour and deep fertile soil, together with very competent management, produced both beef and grain on a massive scale.

I would rate it as the finest property I have seen.

Most of the breeding cows were Angus-Brahman cross which are mated to Simmental bulls. A herd of purebred Simmental cows were kept to produce home-bred sires. An interesting feature of their management was to wean the cross-bred calves at eight weeks. They would then be break-fed on legume dominant pasture supplemented with home produced meal. Immediately after mating, the cows were severely restricted for eight months on a hard diet consisting mainly of grain stubble. All surplus cattle were finished by rotating them around improved pasture supplemented with grain, fed in temporary feedlots set up in each paddock.

The next memorable event was a visit to the Liniers cattle market in Buenos Aires, where over 12,000 head are sold daily. Transactions are conducted on a weight basis with a sample weight provided pre-sale and final weighing after. The Saleyards originally built in 1922 are now surrounded by the city, and will soon be resighted. All yarding was com-

pleted on horseback and even the agents and buyers were mounted throughout the sale.

A flight and stopover at Iguassu Falls was truly awe-inspiring! We all agreed the experience would be impossible to describe.....just go there!

The congress was split between Uberlândia and Goiânia, north of Sao Paulo, with each featuring a show with both Simmentals and Simbrahs strongly represented.

In each class the two breeds were judged separately in adjacent rings, the top animal from each being united for the final selection of Champion.

Visits to several private properties, breeding centres and meat plants, gave a good overview of both stud Simmentals and the commercial crossbred scene.

The dominant breed in Brazil is the Nelore, a white *bos indicus* beast, descended from the sacred cows of India. Ideally suited to the hot and sometimes harsh conditions found in Brazil, they are able to produce excellent calves when mated to Simmental bulls. Bloodlines from Germany and North America have been introduced to the Simmental breed with some very heavily fleshed progeny resulting, especially when exposed to meal feeding.

After the closing ceremony in Goiânia we travelled by coach through vast areas of semi-arid farmland where the Neloires and their various crosses were coping well under harsh conditions.

The city of Brasilia is the most modern in the world with no building more than 22 years old. The structure is mostly concrete and the architecture ultra modern.

Rio De Janeiro lived up to its reputation as the glamour city of the world. We flew north from there to Peru and Bolivia. The remains of the Inca civilization are still in evidence and their descendants have inherited their incredible capacity for constant physical toil. With plenty of man-

power (and most importantly, woman power) the peasant farmers are able to achieve maximum production by the use of primitive equipment and old fashioned methods. The ability of these people to preserve a stable lifestyle in such challenging circumstances earned our utmost respect. The main function other cattle are pulling a plough and producing household milk so the breed they have evolved is tailored to these requirements.

An average farm might own three cattle, ten sheep, two pigs and a donkey which are all locked together in a small yard close by the house at night, and grazed by day on common unfenced land with someone in attendance at all times.

Up on the Alto plane where the rarified atmosphere makes life tough for Aussies and Kiwis, the Lhamas are in their element. The meat and high quality fibre they produce are a vital part of the local economy.

Highlights of the region were the Inca ruins of the lost city of Machu Pichu and time spent on Lake Titicaca. At over four thousand metres the dreaded altitude sickness was a problem, with all our party being effected to some extent, and some quite severely.

The trip home from La Paz in Bolivia to Waipu in Northland was a long time between beds for this old Kiwi, but memories of a great tour made the effort well worthwhile.

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Topp Farming *simmentals*

.....

Simmentals are only a small part of Mason and Linda Topp's farming venture, but they provide an important balance none the less. Yet despite that injection of exotic blood in their crossbred cattle the past two years have been tough.

Unusually challenging in fact.

Like so many Wairarapa farmers, the Martinborough couple have battled drought and the frustrations that come with it. The biggest is the poor condition of cattle and even the Topp's are well into feeding baleage to their beef. Though even with animals struggling in many parts of region, the Topp's weaner steers sold for the second highest price (\$295) a head at a drought weaner fair last year.

The couple had 35 head in their top pen and in comparison to the 10 steers that made more (\$300), the result was pleasing. Mason began using Simmentals as a terminal sire nine years ago and has remained impressed with the breed. On moving to the 750ha property he and Linda farm 10km north-east of Martinborough, Mason took more than 150 Friesian/Hereford breeding cows onto the flat to rolling country.

The rest of the stock numbers were made up by a Romney sheep flock, already farmed there. Now he farms 3700 breeding ewes and two-tooths, of which 2500 are mixed aged ewes. Along with these are 150 breeding cows and 40 rising two-year heifers, all with a good infusion of Simmental blood. Mason has retained many of his Simmental cross heifers to build up the exotic base in the herd, though he is using a Saller bull to mate with the yearling heifers. Those which calve without problems are put to a Simmental bull the following year.

But not even that exotic blood has been enough to combat the trying weather conditions and keep the cattle gaining weight at a good rate. And the limited success is prompting Mason to consider adding Angus/Hereford heifers to his breeding herd.

"Obviously I think I might foresake a bit in the calf weaning weight but I will have something I won't need to work with as much," says Mason. "In this weather I have to watch the Friesian/Hereford cows all the time and if they are getting light in condition coming up to calving, you have to be careful with them.

"Good farming isn't about abusing stock, so I have got to be aware of how they are doing and pay them extra attention. But I like the Simmental. There is no doubt about that.."

Mason stopped buying Friesian/Hereford heifer calves four years ago and now has a good number of halfbred Simmental cows in his breeding herd.

"I came from a high rainfall area just out of Masterton and just after we came here we had a wet winter, but have never had consistent rain since. It is pretty hard to get a hold of what a normal season is here.

Yet while the Friesian/Hereford cross breeding cows have struggled, Mason remains satisfied with the Simmental link.

In the nine years he has used Simmentals he has never strayed from using bulls out of the Maungaraki Stud of Peter McWilliam. Mason is currently running two bulls but will buy another from Mr McWilliam this winter.

The Simmental bulls are put with the cows from October 25 until Christmas, while Mason puts the Saller bull to the heifers from October 15.

He has opted for the Saller on the younger cattle because he feels crossing the yearling heifers with a Simmental bull would be too tough on the female cattle. The first Saller calves are on the ground this year. But the Simmentals will remain the premier sire in his herd.

"Peter's bulls are big and fleshy. The guy knows his stuff. He has spent many years breeding and studying them. I have used Simmentals for nine years and I am

happy with the progeny." There is no doubt the Maungaraki bulls are producing good cattle for Mason. This has shown in the demand for his Simmental cross at the Masterton saleyards.

However, even with that success, Mason is doing away with the weaner trading.

He has decided to retain the Simmental progeny for sale at around 14 months. With this in mind the last drop of bull calves have been left entire, giving him 79 August and September born calves to farm through until late this year. Provided they are in good condition then, Mason will either sell them on the store market around spring time, or finish them at the works. He will also continue finishing any heifers he does not retain for breeding.

But whatever his beef policy, cattle will always have to compete hard with sheep at Oyster Shell, the property named for after the fossils found in limestone on the property. Although the limestone is prominent, there are nine soil types on the property, providing a range in P levels from 15 to 47 and pH levels from 5.4 to 6.2.

Sheep provide around 80% of the income for the Topp's, and although not highly enthused with wool returns, Mason says most of the farm income will continue to come from sheep. He is regrassing 15-20ha annually and says the farm has had copious amounts of fertiliser applied, but unlike many sheep and beef units, the lambs get priority treatment for finishing.

About 20% of the proeprty is flat and those paddocks are used for growing out the hoggets and putting weight on the lambs. That is why the cattle need some toughness about them, because they are resigned to plenty of competition from the sheep flock, plus lots of cleaning up.

"With the amount of fertiliser (super) we have put on we could run 16su/ha. If the weather was right, but we are probably running 9-10su/ha."

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(Photos taken at 18 months)

We are basing our herd mating programme on SGT. Pepper this year having purchased 1/4 semen rights last year.

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Genetic Marker Project for Beef Meat Quality

A genetic marker project is underway at Ruakura, in collaboration with Adelaide University, to identify genetic markers for beef meat quality traits. These traits include tenderness, yield, composition, marbling, meat colour, fat colour and pH.

Two breeds, chosen for their extreme characteristics, are being used in the marker project, the Jersey and Limousin, with selected sires used in Ruakura and Adelaide. The design involves mating a small number of first-cross bulls with cows of the parent breeds to produce backcross calves. A blood sample is taken from the sires and all the backcross progeny for DNA analysis.

At the same time as the laboratory is analysing the DNA, many measurements are being taken on the live animals for growth and other production traits including disease resistance (e.g. facial eczema and internal parasites) and temperament. Data collection culminates at slaughter with carcass and meat quality measurements.

In each F1 sire family, we are searching for linkage between any of 150 potential marker sites on the sire's chromosomes and meat quality traits of his progeny, e.g. is marker "a" on site 29 coding for higher yield than marker "b"? If not, then we need to test markers on sites 30, 31 etc, until one is found. When a linked marker is found, the relationship will be checked in other experimental sire families, and then tested for use in industry herds.

So far, 270 experimental cattle have been slaughtered in the project at Ruakura, with another 160 to be processed this year, whilst a further 400 animals are involved in the parallel study in Australia.

Meat quality markers can be used by beef farmers in two main ways. Bull breeders may breed for improvements in meat quality, say for tenderness, by using a marker or markers for tenderness. Commercial farmers will be able to exploit any genetic differences in tenderness that already exist, by drafting calves carrying the "tender" genes away from the other calves at a young age. The "tender" animals would be grown out for premium table beef, whilst the rest would be fed for manufacturing beef.

AgResearch is keen to make arrangements with bull breeders, Breed Societies and commercial farmers, to establish this genetic marker technology in industry herds.

RINGVALE SIMMENTALS

This year we have a number of outstanding, easy-doing bulls for sale, mainly sired by Beresford Detroit. Detroit consistently proves his ability to pass on the traits to his progeny, that beef schedule behaviour and changing farming practices are demanding. Among those traits being generous - easy muscling, terrific bone and feet, and as a few extra bonuses, cattle that hold themselves very well and display a superb temperament. To us, the most valuable quality Detroit's progeny possess is the ability to, not just gain weight and finish, but do it easily, without a great deal of feed, in contrast to some other purebred bloodlines. These bulls have impressed us in two of the poorest growing seasons we have experienced, leaving us with no doubts of their shifting ability. The offering includes two very good polled bulls and one scurred. Since the 13th August 1998, these bulls have averaged a weight gain of 2.05 kilograms per day, as weighed on the 12th of January.



DETROIT SON AG-3
Outstanding example of Detroit crossed with Carmar Woodlines



POLLED DETROIT SON AG-21
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STOCKTRACE ARTICLES

by Bob Thomson, Richmond

Article 1 STOCKTRACE AND THE MARKET

When Richmond purchased The NZ Beef Improvement Group (BIG) last August the company was further signalling to farmers that it wanted to help them increase performance and profits. Since purchasing BIG the program has been integrated into the Company and has been renamed StockTrace™. The StockTrace™ service is available to all beef farmers and is provided as a free service to valued Richmond Suppliers.

Richmond's strategic business plan is focussed on delivering a better bottom line profit to both our Suppliers and our Shareholders. The plan requires a dramatic increase in performance, particularly in the market area where higher returns demand better food quality and service. Unfortunately improved market returns will not happen overnight, so rewards for increased performance will not be immediate. However the underlying message is that incentives will shift toward performance rewards as opposed to straight volume based incentives. A good example of performance recognition would be for the Suppliers forecasted stock supply to be delivered in full and on time. Another example would be for the farm to be accredited to supply stock

through our Farm Assurance program. These examples illustrate the sort of things that potentially could bring about a marketing advantage, but we will first need to deliver to these standards before the rewards will be realised.

One of the main challenges in marketing centres on first principles - that is getting the product supply streams right. Irrespective of the weather, and our variable pasture supply, we need a more predictable and even stock supply.


To help facilitate better communication about stock supply intentions, StockTrace™ has developed an innovative target market system. To achieve this, all growing cattle are recorded on an individual basis, and coded to a target market. The collective of animals which are assigned to a particular target mob have their expected daily growth rate entered by the farmer for each month of the forthcoming year. Four times per year the records are updated with the actual weights of the animals in the mob. After each set of weights is submitted, StockTrace™ reports the target mob performance. The report provides forecasted details of mob weights for each of the next three months. From a stock supply perspective the main advantage is in the early feedback on cattle weights relative to the farmer's targets. The early feedback provides the opportunity to implement a contingency plan up to three months in advance, if the number and weight of cattle is not up to target. On the other hand feed may be able to be juggled between mobs, if some mobs are ahead of weight and others are behind. The advantages from Richmond's perspective are firstly that Supplier's can send clear messages about their marketing plan (date, numbers, stock class and weight). Secondly the progress of the cattle is flagged well in advance of the actual supply. These two pieces of information can be dovetailed into our marketing plan providing that essential marketing intelligence.

As a modern day Food Company we cannot effectively market product unless we have the sure knowledge of supply that is based on dates, numbers, and basic carcass specifications.

To further assist Suppliers meet the challenges of raising beef performance, StockTrace™ provides a bench marking service. For example, weight for age is a key efficiency measure, so weights for each stock class are benchmarked against district averages. Likewise carcass weights are benchmarked. The important beef quality traits such as pH, meat colour and fat colour are also benchmarked. As a Supplier you immediately know where your performance is relative to the local district or the region in which you farm.

StockTrace™ is accumulating a large volume of valuable information on animal and carcass performance. The






Charisma Park

SIMMENTALS

HERD NO. 1581



Charisma Park "Rolex" AG20
Pictured at 15 Months

Kinder Ward and Jenni Anso
784 Horotiu Road, RD8, Te Kowhai,
Hamilton, Phone (07) 829 7911

information includes individual farm performance as well as seasonal trends, which together provide a clear picture on our capability to market and deliver product to specification. When background carcass quality performance is known, and this information is coupled with a stock supply plan incorporating delivery dates, then a very powerful marketing strategy can be implemented.

Richmond recognise that the value of information is best realised in an open discussion forum. To facilitate this process all members of StockTrace™ have the opportunity to attend quarterly Study Group meetings. The focus of the meetings is largely driven by the requirements of the group members, but most groups concentrate on matters relating to increased beef profitability. Top performers share information for the benefit of all group members. Research and Development agencies are invited to contribute to help keep members up to date on the latest available technology. Discussion is lively and focussed on delivering value to the participants.

Article 2 STOCKTRACE AND GENETICS

How many times have you heard it said, "80% of performance depends on what goes down the animals neck". The suggestion is that genetics and breeding don't matter. Perhaps the statement has some merit when stock are starved, and therefore have no opportunity to express their genetic potential, but most of us realise that we need good management and breeding merit. It's not a matter of one or the other - you must have both good management and good genetics to create a great result.

StockTrace™ is based on individual animal recording with the provision to record sire and dam. The recording of parentage is complemented with practical breed code and management code systems. The facility to record the individual animals' parentage, breed and management provides the basis for the collection of data with the integrity required for genetic analysis. However StockTrace™ does not carry out genetic evaluation, but where a relationship has been established with a specific breed group, the data is transferred from StockTrace™ to be incorporated in that breed groups official breed evaluation.

StockTrace™ is a beef information system purpose built for commercial beef producers. The primary delivery area is through management, but as already mentioned, useful data is collected for genetic evaluation. However for useful serious genetic analysis to be routinely available there must be three key industry developments:

1. Routine recording of individual carcass data for characteristics such as yield, meat colour, fat colour and tenderness for heifers, steers and bulls.
2. A common and standardised industry-wide beef language to describe beef characteristics.
3. A simple and cost effective way to routinely determine the parentage of commercial cattle.

The three developments as noted above are currently impediments to any serious genetic analysis opportunities for beef quality. Any developments involving carcass measurement are the responsibility of Meat Companies. The determination of commercial cattle's parentage is a collective industry responsibility. For any one of the above

requirements to be successfully addressed there will need to be a great deal more industry collaboration.

StockTrace™ is an industry leader as a commercial beef information system with the provision to record commercial cattle for on-farm performance as well as in-plant carcass performance.

Article 3 COMPULSORY ANIMAL IDENTIFICATION

1. Compulsory tagging of deer and cattle will commence on 1 July 1999, with the requirement that all animals born after this date be tagged before leaving the property, unless they are under one month of age (so excludes bobby calves).

Some specific exemptions will apply e.g. a dairy herd grazing cattle at a run-off where the animals are the only cattle on the run-off and they are under the control of the owner of the dairy herd.

2. Compulsory tagging of cattle and deer will be phased-in up to 1 July 2001, after this date all cattle and deer over one month of age must be tagged, prior to leaving the property.
3. The tags will be issued with a herd and individual animal ID. These numbers must be part of an identification system approved by MAF; systems which are likely to get this approval are those operated by AgriQuality NZ (formerly MAFQuality Management) for the AHB and the Tb Strategy and Livestock Improvement Corporation's (LIC) MINDA.
4. The official primary tag will be yellow with black printing and a bar code.
5. For movements of animals to sales and into other herds double tagging will be required.
6. The purpose of the bar code is for reading at the time of slaughter so that TB surveillance can be carried out and linked back to herd of origin. AHB will not keep records of transfers between herds, maintaining that they will be able to track 95% of TB cases from the stand-alone tag with the herd of origin identification.
7. Those farmers not wishing to record to individual animal level on-farm will be provided the opportunity to tag animals born and reared on their properties with a "Direct-to-slaughter" device. This device will take the form of an ear tag and essentially will provide for the same detail as the official primary ear tags including a barcode. The use of tail tags is also being evaluated for this purpose.
8. To read the bar code, all processing plants will need to install readers. It will be unlikely that any animals with bar codes will be presented for slaughter before spring 2000.
9. In the event that an animal is presented for slaughter without the primary plastic tag (with bar code) then processors will be asked to record the

secondary tag (this need not be bar coded) on a manual basis. Tag loss may occur on-farm or in transit immediately before slaughter.

10. The total cost of the compulsory animal ID system will be borne by the industry so both producers and processors will be required to pay for their respective systems. The AHB has indicated that producers using their identification system will be required to pay a fee of 5c/tag. LIC fees will apply to those using MINDA.
11. Richmond expects (through StockTrace™ it will retain its re-seller status which will mean that all our members may continue to purchase their tags through us. The advantage to our members will be through reduced tag cost.
12. AHB recognise that although a small percentage of our members may sell animals outside StockTrace™ they appreciate that overall StockTrace™ will add value to the National system. The value of StockTrace™ comes about through our records which have details of individual animal location throughout their lifetime (trace back to herd of origin) in the event that a TB case is found on the slaughter chain.

Article 4 RICHMOND FARM ASSURANCE™

Richmond LTD has recently launched its brand strategy and positioning statement, placing it firmly in the 'food'

industry. Consistent with Richmond's desire to work closely with all sectors of the value chain, there is a requirement to provide the highest level of confidence to customers in the areas of food safety, animal welfare and product quality.

To assist Richmond in this objective, an On Farm Quality Assurance Programme has been developed that is designed to provide the level of safety and quality attributes desired by these customers. The programme has been successfully released to Richmond Suppliers on the East Coast and in the Manawatu, and is now being promoted across the remainder of the North Island.

The Quality Standards required by Richmond (and ultimately it's customers) encompass good farm practice, animal welfare, stock records, farm performance and quality reporting procedures. These standards are assessed through an audit process that is carried out by a group of the suppliers' peers.

Richmond chose a 'peer auditing system' in response to farmer feedback during programme development. Suppliers were not interested in being audited by people with no practical farming knowledge. Richmond felt that personalities with a strong farming background would be well utilised in this role.

Auditors were carefully chosen and specifically trained for the position. All of the Richmond Auditors have grass roots industry experience and have been selected based on their ability to deal with people. Richmond auditors are not 'policemen' - they are trained to help suppliers reach compliance.

LEEANNE SIMMENTALS

Herd: 1615 Est. 1994

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Quentin & Tracey Robinson

*Pikiwahine Road
R D 1, Waiotira
NORTHLAND*

The programme is currently open to all Richmond suppliers, and is free of charge. Over time, Richmond aims to include breeders in the Farm Assurance loop. This will ensure that farming practices are assured throughout the animal's lifetime, not just at its endpoint.

If you have any queries about the Farm Assurance™ Programme or the audit procedures, please contact Clare Kokich at Richmond Corporate Office, phone 0800 424 469 or fax on 06 878 0985.

Article 5 ABOUT STOCKTRACE™

Richmond, as New Zealand's largest beef processor and marketer, acquired the Beef Improvement Group (BIG) last August and integrated the system into its own, under the new name StockTrace™.

StockTrace™ has a principal focus to deliver value to members through three main services:

- * *It connects on-farm animal data with in-plant carcass information providing for performance benchmarking for both within and between years.*
- * *It organises regular study group forums that focus on production and revenue improvement opportunities.*
- * *It provides a formal information service for breeders and finishes to explore store market opportunities. The information covers breed-type, stock class, mob average liveweight, location and farm health status.*

StockTrace™ works by farmers entering individual animal data including birthdate, sex, breed, sire/dam (if known), management (store, breeding or finishing) and its targeted final destination. The information is updated quarterly with liveweights and any animal health treatments. At kill time the carcass data is matched with the individual animal number.

StockTrace's key components are the on-going measurement and benchmarking of livestock production performance and quality across mobs and individual animals. It is also a nationally approved animal identification trace-back system and complements Richmond's Supplier Farm Assurance Programme with record keeping, food safety and trace-back issues.

StockTrace™ covers genetics, management, food safety and trace-back. Study groups form an important part with members meeting quarterly to discuss database information in a focus farm situation. The meetings have a high technical content and a performance focus.

The groups also act as a forum for addressing the requirements of both group members and Richmond. There are already five study groups in Northland, one has started in Hawke's Bay and another in the King Country. Each has between 15 and 20 members.

StockTrace is a free service to Premier Suppliers. Part fees are reimbursed for Specified Commitment Suppliers. Non-Richmond suppliers can also join StockTrace for a fee.

The system was initially developed in Northland over a period of two years to help farmers produce high quality, high valued products for today's markets. Under Richmond, StockTrace™ has a clear market objective as a beef production tool, which may later be developed for deer.

StockTrace™ Benefits

- A formal recording system with national recognition.
- Linked to Farm Quality Assurance Programmes.
- Bench marking performance between farms.
- Bench marking performance within the farm.
- Helps set and achieve goals for target markets.
- Opportunity to share marketing plans for mutual benefit.
- Study Group forums keep members up to date with latest technology and help support members through change and new market opportunities.

Article 6 WIN, WIN FOR STOCKTRACE™ and SIMMENTAL NZ

Richmond StockTrace™ and Simmental NZ have signed a technology agreement which provides Simmental NZ access to the StockTrace™ database. This is achieved through a Remote Entry Facility (REF) which is to be housed at Simmental NZ headquarters in Christchurch. The REF is essentially a copy of the StockTrace™ database with special access and reporting functions.

The agreement benefits both parties. Simmental NZ now have accessed a system which has been custom built for NZ, has a proven track record, and can provide benchmarking and reports specific to Simmental commercial cattle. StockTrace™ benefits through higher usage and the potential to build a substantially bigger information system. The value of information is essentially gauged by the size of the database where big is definitely better.

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Waikato & Districts Simmental Club

19th ANNUAL BULL SALE

Thursday 1st July 1999, 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 commercial 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) 829 5756
Fax (07) 829 5759

Obituaries:



Darcy Goodrick

Early in February of this year a real stalwart of the Simmental breed died unexpectedly following heart surgery.

Darcy Goodrick first joined the Society in December of 1973 - almost a quarter of a century ago. As our Society only dates from 1972 this made him one of the very early members. At this time he was living near Tirau in the heart of the Waikato.

Darcy came into the Simmental breed after many years in the dairy world during which he bred pedigree Jersey cattle. He was a classifier of that breed and also a judge. His standing in that breed was surely confirmed when the Queen's Jersey herd included the product of Darcy's herd, KK.

Darcy always maintained a strongly independent streak and this was evidenced when he resigned from the Society over a matter of principle in 1976. However, he didn't lose his love for the breed and in about 1980, when he moved to his property at Cherry Lane near Hamilton, he was keen to renew his membership and the herd he then built up became his retirement hobby, and a well rewarded one at that.

I first remember meeting Darcy at the first Waikato Club Simmental sale in 1981. True to form, he had found himself a job, opening one of the exit gates of the selling ring. From that time on, Darcy always managed to find something useful to do, or advise, in the local Simmental scene. He was enthusiastically involved in all the Waikato Club activities, including the Mystery Creek Field Days, and Darcy would have recognised the irony of his own passing, as he himself was responsible for the heart attack of a potential client when he quoted him the price of a heifer! That, I might add, was in the palmy days of the Simmental breed.

As the years went by, Darcy became one of the regular selectors for the Waikato and Districts bull and female sales, as well as being one of the most useful workers on the day. He also became the advisor to many new, and not so new breeders. Indeed he finally came to be considered the elder statesman of the breed in the area. Darryl Turton freely acknowledges the great assistance that Darcy was to him in his early years as a Simmental breeder. I have heard from many other members of the invaluable help and encouragement that he was to them in the establishment of their studs. I certainly valued his many phone calls of wisdom and advice.

Darcy kept his interest in the breed even after, eighteen months ago, selling the last of his cattle and moving to Queensland and retirement. Indeed, even the final selling of his cattle proved difficult as he would always buy yet another bull just to have one in yet another Waikato Simmental Sale!

Darcy is survived by his wife Evelyn, son Rodney, and daughter Delwyn.

Darcy was an original. Darcy was unique. Darcy left very many people in the Simmental family of New Zealand the poorer for his passing.

Brian Holland 1939-1998



Shortly before Christmas last year the breed lost one of its enthusiastic supporters and workers. Brian Holland died after an unsuccessful struggle against cancer.

Brian and Janet Holland joined the Simmental Cattle Breeders Society in November 1985 and from that time on they became a part of the Simmental family of New Zealand.

Brian was a person with a great interest in many aspects of life. He had travelled widely in his youth, during which time he met and married Janet. After many different experiences they finally, in 1977, made a big move, and a block of land was purchased and Brian fulfilled one of his greatest wishes, to build his own home and Camel Wheel was born. It was a family joke that Brian was the builder and Janet the labourer.

It was at Camel Wheel that Brian and Janet's family grew up. Brian always helping and participating in the girls' interests and activities - climbing Mount Tarawera with the Girl Guides, barbecuing frozen sausages for the swimming club, giving very vocal support at swimming carnivals, transporting the tuba to school for school band practice and always there to give encouragement, support and love.

Brian's interest in farming grew and a block of land at Mamaku was purchased and the Camel Wheel Simmental Stud was established.

This became a very vital part of Brian's life, with the cattle sales and shows and the lasting friendships that were made in the Simmental world.

Brian was a committee member of the Waikato and Districts Simmental Club. He was an enthusiastic National Field Days helper and was a frequent attendee of such educational events as Beef Council field days. Brian played a large part in the resurrection of the Rotorua A & P Beef Section.

The Camel Wheel stud's greatest year was probably in 1995 when they won the Supreme Champion of the breed at the Waikato Royal with Boadecia and also gained the Reserve Champion of the National sale.

Brian was a great supporter of his daughter Grace when she was a Junior Herdsperson winner and was sent to Australia to further her skills.

Earlier this year, before his illness became apparent, Brian and Janet made a trip to the U.K. where they saw many Simmentals and very much enjoyed the Royal Show in particular.

And so it can be seen that this quiet person was a great worker behind the scenes of the Simmental world. He was one of those people who have helped the breed into the position which it now occupies in the N.Z. beef scene.

Brian's funeral was thus most fitting, an unconventional but dignified ceremony on the property on a beautiful summer's day, with his beloved herd within view and indeed sound, and his coffin on a bier of hay bales.

Brian is survived by his wife, Janet, and two daughters, Lisa and Grace.

A PRACTICAL APPROACH FOR TEMPERAMENT SELECTION

Article by Dave Matheson - with the courtesy of Alex McDonald
General Manager. Australian Limousin Society

AIM

To identify those Bulls siring temperamental cattle Information is used only to rank sires. Not used in Sale Catalogues Ranking for temperament is used by the:

- Australian Limousin Society
- American Limousin Society (Breedplan)
- New Zealand Dairy Board
- Australian Dairy Board

Continental Cattle generally have a bad name for handling in American feedlots. The problem is not confirmed to one breed.

TEST SYSTEMS

We need a system of ranking sires (especially A I) for temperament that is relatively easy to use and is accurate enough to have the effect we want.

Testing is done at weaning or soon after, and is done by comparing all calves in the same management group. The timing is important for consistent results.

TEST TYPES

Flight test. Times are taken as the beast crosses two electronic light beams. After release from a crush. This gives the most accurate measurement but is most costly.

Yard test. Individual calves are separated into a yard and then the handler tries to confine them into a corner for 30 seconds.

See SCORING below: -

The heritability of the systems used are -

Flight test	0.35	good
Crush/yard	0.30	good

The accuracy improves if the tests are repeated.

SCORING SYSTEM

- 1 Docile mild disposition, gentle and easily handled, stands and moves slowly during handling, undisturbed, settled, somewhat dull, does not pull on headgate when in the crush, exits crush calmly.
- 2 Restless quieter than average but slightly restless, may be stubborn during handling, may try to back out of crush, pulls back on headgate, some flicking of the tail, exits crush promptly.
- 3 Nervous typical temperament, manageable but nervous and impatient, a moderate amount of struggling, movement and tail flicking, repeated pushing and pulling on headgate, exits crush briskly.
- 4 Flighty jumpy and out of control, quivers and struggles violently, may bellow (wild) and froth at the mouth,

continuous tail flicking, defecates and urinates during handling, frantically runs fenceline and may jump when penned individually, exhibits long flight distance and exits crush wildly.

- 5 Aggressive may be similar to score 4 but with added aggressive behaviour, fearful, extreme agitation, continuous movement which may include jumping and bellowing while in crush, exits crush frantically and may exhibit attack behaviour when handled alone.

ANSWERS TO SOME QUESTIONS ABOUT TEMPERAMENT SCORING

- 1 *Q.* Will the temperament score for individual animals be printed on certificates or in any other form?
A. No. The information will only be used to rank sires
- 2 *Q.* How can you allow for the variation in the amount of handling calves might have before they are scored.
A. Individual calves will only be compared with other calves reared in the same herd Where groups of calves in the same herd have been treated differently they must be shown as groups A and B etc in the Management Group column.
- 3 *Q.* How can the analysis allow variation between scorers?
A. Each animal is compared within the herd so variation in scores will not favour a particular sire.

USE OF INFORMATION

- A Rank sires from information on calves after using scoring system. The Australian Limousin Society is doing this. A one off survey on Breeders opinions of sires they have used would be of value to start this off.
- B Breedplan (Docility EPDS) The American Limousin Society has used this for several years.

RECOMMENDATIONS

- a A one off breeders survey on temperament of bulls they have used would be very useful.
- b Place a column on the Breedplan sheets to be used at weaning to record scores for the yard or crush tests. Results only to be used to rank sires.

Stock Agents, Freezing Workers and more importantly bull buyers, all say that the poor temperament of Simmental cattle is their biggest fault. We don't have this fault to ourselves but the breed has definitely lost sales because of it. One farmer, who has used Simmental bulls for many years, said recently " I can put a quite

Simmental bull over my quiet Hereford cows and get mad calves. I'm going to try a different breed this year". Unfortunately I also spoke to a Simmental bull breeder who said "The bull was a bit spooky but the guy liked him so I sold him".

We have tended to ignore this problem but I believe we now do so to our own disadvantage. Behaviour is influenced by three factors: Genetics - Rearing-Handling - Environment.

GENETICS

The heritability of temperament is high at 0.4 and suggests that we can breed this out by simply culling nervous, toey, dangerous animals, should handle it. Unfortunately other factors come into play including breeders reluctance to send otherwise good quality animals to the works, we must! A sire effect is definitely seen, that is a toey bull will leave toey calves. Again unfortunately, outwardly calm bulls can also leave toey calves. Some interesting facts are linked to temperament.

GENERALLY

Body shape, fat and happy is correct.

Lean, slender body and smooth coat can be flighty

Lean but bulging muscles - better

Muscular, fatter - Best

Indiscriminate selection for leanness and high growth may show up with handling problems. This is seen in both cattle and pigs.

COAT COLOUR

Shown definitely to affect temperament in guinea pigs, foxes and Holsteins. We need to put our observations together on our breed to made this part of the picture clearer.

HAIR WHOLS

Animals with hair whorls high above the eyes are more reactive than those below (1,500 animals in study)

BONE STRUCTURE

Heavier boned, muscular animals are more likely to have a calm temperament. Compare Clydesdales with thoroughbreds.

REARING AND HANDLING

Cattle have very good memories (6 to 12 months) for unpleasant procedures.

Rough handling to young calves will result in nervy adults. Quiet handling and people contact before weaning will result it tamer adults.

ENVIRONMENT

Cattle can be calm in one place (paddock) but upset in another (yards). Continental breeds and crosses are recognised in American feedlots for this. Extensively run cattle will naturally be flightier when brought into yards than those that have had plenty of human contact.

CROSSBREEDING

This is where we can lose it. Once you start crossbreeding it is easy to lose control of the results. Two quiet breeds can produce nutters, and we are a crossbreeding breed!

One breed may cross with Simmentals worse than another but this should not be a reason to stop using Simmental bulls with this breed.

Practical points to improve this problem

- 1 Cull for temperament. Just do it!
- 2 Identify sire lines that leave this problem. We must be open about this and record it on Breed plan?
- 3 Sell only cattle you are totally happy with for temperament.
- 4 Buy only cattle you are happy with.
- 5 Use bulls that are quiet in all situations. Test for temperament by observing in paddock and yard. Separate from the mob and observe. Put in a separate yard and get in with him.
- 6 Handle all stock calmly and consistently. Especially calves before weaning. Hire workers who like cattle and are quite with them.
- 7 Prepare your stock for stud sale, feed in the yards. Do not do anything painful in the yards for several months before sales.

An old vet once told me "you can tell the temperament of the owner by the temperament of his stock."

I always try and remember that, if I am about to lose it!



It is with great pride of achievement we offer for sale on the farm these 21 rising 2yr Bulls, 13 sired by Malus AT72, 8 sired by our Top Bulls. We have Beefplan and then Trans Tasman Breedplan recorded since 1984. With large scale AI, stringent selection to optimise best matings to keep adding strength of achievement. Farmed and bred for the average commercial breeders needs and have proved very popular and well suited for the Northland hills. We have regularly sold this number of bulls to both beef and dairy farmers, who have been pleased with the ease of calving, temperament, health and genetics of economic traits. We have BIG recorded from the start and strongly believe in the concept.

For further information, inspection or anything. Just give us a call (09) 432 9538 or write Allan and Kris King RD8, Whangarei.

Beresford Simmentals



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



Harrington Loch Doon



1999 Sale Bulls by:

- Herrington Loch Doom
- Pouriwai AD 704
- Robot Angus
- OHIO AZTEC

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 C10 and Sale Tested Clear

COMBINED OWAKA BULL SALE

Wednesday 19th May
at 2.00pm (on concrete)

30 Bulls

Enquiries Welcome



Stud cows and calves
(calving country in the
background)

Proud to be
part of



Northland Club News

The Northland Simmental Club has an active group of 33 people. The 1998/99 year has been a year of great significance for the Simmental Society, both locally and nationally. Firstly we have celebrated our 25th Jubilee and several of those original breeders are in Northland.

A group of club members travelled to Cornwall Park Stud, at the invitation of the Waikato Club. Grant Latimer gave us a good look at cows with calves at foot, and had various Show cattle tethered for closer inspection. He also gave us a run down on the history of the Park, which we found very interesting. As this was a hot summers day, the minibus made a detour to the Puhoi Pub where we sampled offerings of cool beer and then continued our trip back to Whangarei.

The Club held its Annual General Meeting in June 1998 at the Terrilynne Simmental Stud in Lynne Sloane's wintering barn and afterwards a farm walk and a group discussion took place. Allan Godsiff addressed the group and outlined the 5 year strategic plan for the Simmental Society.

An enthusiastic group of 9 breeders hired a diesel minibus and toured the Waikato/King Country areas for the 1998 Beef Open Days and a great time was had by all. These good keen men and women intend repeating the outing again this year and have elected to travel further afield.

The group had an in-house field day in November at Puriri Station, Taipa. Members were asked to bring along their calf weighing equipment, which proved to be interesting as there was a great assortment of gadgets. Tattooing, dehorning, and tips on showing animals were also demonstrated and discussed. Jim Houlbrooke gave an interesting account of his trip to 1998 World Congress in South America. John and Helen accorded their usual warm hospitality and after a pot luck luncheon the day was rounded off by viewing large mobs of Simmental cattle, which was an awesome sight. Cariboo, Puriri Station and Tarawapake Studs competed, with success, at the Northland Shows. It was good to see the Simmental breed represented along with many other breeds at these Shows.

HERD 83 - PENDEEN

- Two top bulls for 1999 Sale
- Also yearling females
- All by Moneymore AD8
- a son of levels Hans
- Available for sale and for Autumn inspection.

**Contact: J C Hall
Telephone (03) 318 0873**

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Herd No. 726 Est. 1972

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- Top E.B.V's
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A Ruthless Selection

*By Peter Scott on behalf of the
Waikato & District Simmental Club*

Waikato and Districts Simmental club, which encompasses Sth Auckland, Waikato, Bay of Plenty and King Country, is probably one of the strongest Simmental Clubs in New Zealand.

With approximately 50 members, it covers the area from Auckland Harbour Bridge to Bay of Plenty, down to Taupo and across to Taumarunui.

The club sale, held at the Frankton Sale yard in the Waikato, is the most successful multi-vendor Simmental bull sale in the country.

The Sale's success is most likely due to the ruthless selection process put in place. The Club has strict rules for selection: A few examples are -

* There must be a flat, smooth, area of concrete with a minimum area of 3.3m x 6m for observing hooves, structural soundness, and mobility.

* Hooves must be clean so as to easily observe any lifting of claws, sand cracks etc. (no hoof, no bull)

* All cattle must be positively identified, i.e. Tattooed and so on.

Within the Club there are only two private sales and a few National sale bulls removed from the Club's grasp, and after that, approximately 90 of the best bulls are put up for selection.

Although there are many other bulls very capable of doing

the job, breeders know that unless the bull is in the upper echelon, he doesn't stand a chance of getting in the sale. With this number of bulls to choose from it gives the sale as wide a genetic base as anywhere in New Zealand.

Once all the entries are in, three Club selectors and a stud stock agent, set off on a hard out two or three day selection. After this gruelling expedition, where the bulls are scored mainly on soundness and temperament, the selectors sit down and reduce the numbers to 45 bulls.

On sale day itself, bulls are trucked in by their respective owners, weighed, hosed down to be made more presentable and making it easier for potential buyers to inspect hooves etc. Bulls are penned in catalogue order on clean concrete, with a card displaying Lot number, owner and weight. A full range of EBV's and breeding are included in the catalogue with information coming directly from the Simmental Society Office in Christchurch.

The bulls are judged by the crowd and place getters are sold first. Everyone is eligible to participate in the judging which qualifies you into the lucky draw which has had, for the last two years, a colour television set as the prize. The draw is held at the conclusion of the Sale.

There have been quite a number of stud bulls sold at this venue. At the same time, a top bull can make a good bull look very ordinary, leaving a lucky buyer purchasing a good bull at a bargain price.

The vendors stand behind all their bulls, which are fully guaranteed for fertility and structural soundness and with a money back guarantee.

1999 CENTRAL SOUTH ISLAND SIMMENTAL BULL SALE



**TEMUKA SELLING CENTRE
WEDNESDAY JUNE 16TH AT 1.00PM**

WRIGHTSON/PYNE GOULD GUINNESS

SECRETARY:: ALISTAIR MIDGLEY • PHONE (03) 612 6671

THE TROSSACHS SIMMENTALS

The Trossachs Simmentals have consistently strived to develop and bred quality genetics suitable for the New Zealand market. This has been achieved by focused genetic breeding and a regular programme of importing top quality sires and recognised by regular wins, both breed and interbreed in the show ring. On site farm visits are welcome at any time of the year.

PALINI MAD



SPECIAL OFFER

- ▶ Limited number of Palini straws available from this outstanding sire.
- ▶ Highway II Australian top sire straws still available.

Year round selection of females available for sale via on farm inspection.

Birthdate: 18.10.92

SIRE: LFE Ultra Fox

JSP Firefox
 TCCL Firefox
 ABC Saturn
 Signal
 LBJS Miss Signal
 MDS Ambassador
 Hamlet
 Corhan Polonius
 Polaroo
 Scottish Herod
 Glental Trudi
 Matching Flower

DAM: Lynhome Tara

1994

September Melbourne Show
 October Synbury
 Seymour
 Lancefield
 Bacchur March
 Castlemaine
 November Whittlesea
 December Ballarat
 Kilmore

Senior Champion Bull
 Supreme Champion Beef Exhibit
 Supreme Champion Beef Exhibit
 Supreme Champion Beef Exhibit
 Supreme Champion Beef Exhibit
 Supreme Champion Beef Exhibit
 Supreme Champion Bull
 Supreme Champion Beef Exhibit
 Supreme Champion Bull

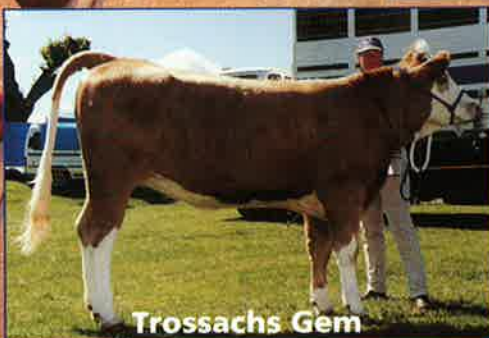
1995

February Berwicks

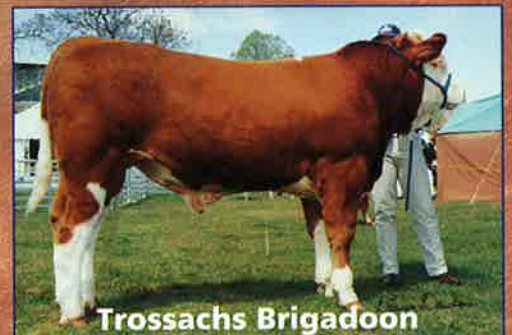
Supreme Champion Bull

Plus numerous other New Zealand show recognitions, including meat and wool cups.

PALINI PROGENY



Trossachs Gem



Trossachs Brigadoon

1998 CARTERTON
 Supreme Champion Simmental
 Champion Female
 Winner Heifer Interbreed

1999 MASTERTON
 Supreme Champion Simmental
 Champion Female
 Runner Up Meat and Wool Cup

THE TROSSACHS SIMMENTALS

TEA CREEK ROAD
 CARTERTON, NEW ZEALAND.
 PHONE: 06 379 8395

1998 CARTERTON
 Champion Simmental Bull

1999 MASTERTON
 Champion Simmental Bull

FEILDING INTERBREED SHOW
 Third in strong yearling bull class
 First Simmental Placed

98-99 Show Results

TAURANGA SHOW ALL BREEDS

Yearling Heifer
1st Tokaweka Glamour Girl
Heifer Calf
1st Five Star Honey
Snr. Champion: Glamour Girl
Reserve: Honey
Champion Female
Tokaweka Glamour Girl
Champion Beef Animal
Tokaweka Glamour Girl

CAMBRIDGE SHOW

(All Breeds Show)

Yearling Heifer
1st Tokaweka Glamour Girl
Junior Champion
Tokaweka Glamour Girl
Yearling Bull
1st Hampton Downs Goldman
Sachs
2nd Hampton Downs Graphite
M & N Entwisle
Champion Junior Male
Hampton Downs Goldman Sachs
M & N Entwisle

KATI KATI SHOW ALL BREEDS

Yearling Heifer
1st Tokaweka Glamour Girl
Junior Champion
Tokaweka Glamour Girl

WHANGAREI A & P SHOW

Simmental Class
Heifer Calf
1st Harmony
WJ & EM Mackey
2nd Honey Bear
Tarawapake Simm. Stud
Yearling Heifer
1st Glamour
WJ & EM Mackey
3rd Georgie Girl
Tarawapake Simm. Stud
Champion Female
1st Glamour
WJ & EM Mackey

Reserve Champion Female
1st Harmony
WJ & EM Mackey
1st Group of 3
Supreme Champion of Breed
Glamour
WJ & EM Mackey

1st Group of 3
All Breeds
Simmental
2nd Yearling heifer
3rd Heifer calf
3rd - Meat and Wool Cup

Bull Calf
1st Howzat
WJ & EM Mackey
2nd Handsome
WJ & EM Mackey

Champion Male
1st Howzat
WJ & EM Mackey
1st Group of 3
Reserve Champion Male
Handsome
WJ & EM Mackey

WAIKATO A & P SHOW - OCT 1998

2yr Heifer
1st Karewa Fashion & bull calf
J & L McNaughten
1yr Heifer
1st Karewa Goldie
J & L McNaughten
2nd Tokaweka Glamour Girl
F Aro
Champion Female
Karewa Fashion & calf
Reserve Champion
Karewa Goldie
J & L McNaughten
Supreme Champion
Karewa Fashion & calf
All Breeds
2yr Heifer
1st Karewa Fashion & calf
J & L McNaughten
2nd Karewa Goldie

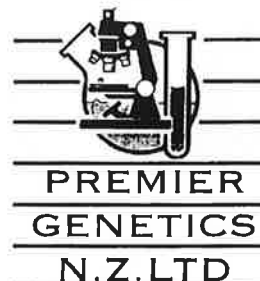
FRANKLIN A & P SHOW - PUKEKOHE

*(Had a European class which
included Simmentals)*
Other Breeds Cow & Calf
2nd Karewa Elegant Lady & Holly
J & L McNaughten

PREMIER GENETICS

INTERNATIONAL ANIMAL BREEDING SPECIALISTS

- Complete Embryo Transfer Service & Sales
- On Centre Donor Families - North & South Islands
- Good Recipients Available
- On Farm Custom Semen Collection
- In-Vitro Fertilisation Service



NORTH ISLAND
Eddie Dixon 025 973 435

SOUTH ISLAND
Martin Hamer 025 325 669

Contact: Ingram Road, RD 3, Drury
Tel. (09) 236 0616. Fax (09) 236 0327

show RESULTS

3rd Hampton Downs
Decaffinated Heavenly Tiger
Lily at foot
M & N Entwisle
Cow & Calf 2yrs
1st Karewa Fashion & calf
J & L McNaughten
Yearling Heifer
1st Karewa Goldie
J & L McNaughten
3rd Hampton Downs Givenchy
M & N Entwisle
Heifer calf
1st Karewa Holly
J & L McNaughten
Bull Calf
2nd Hampton Downs Hugo Boss
3rd Hampton Downs Pot
Blacks Image
M & N Entwisle
Junior Champion
Karewa Goldie
J & L McNaughten
Reserve Champ. Cow
Karewa Elegant Lady & Holly
J & L McNaughten
Yearling Bull
1st Hampton Downs Goldman
Sachs
2nd Hampton Downs
Goldmaster
M & N Entwisle
Junior Male Champion
Hampton Downs Goldman Sachs
M & N Entwisle
Reserve Jun. Male Champ
Hampton Downs Goldmaster
M & N Entwisle
Grand Champion Male
Hampton Downs Goldman Sachs
M & N Entwisle

All Breeds
Heifer calf
1st Karewa Holly
J & L McNaughten
Yearling Heifer
1st Karewa Goldie
J & L McNaughten
4th Hampton Downs Gucci
M & N Entwisle
2yr Cow & calf
1st Karewa Fashion
J & L McNaughten
3yr Cow & calf
2nd Elegant Lady
Yearling Bull
4th Hampton Downs Goldman
Sachs
M & N Entwisle
Team of 3
1st J & L McNaughten

TE KAUWHATA SHOW (All Breeds)

Bull Calf
2nd Hampton Downs Hugo Boss
M & N Entwisle
Yearling Bull
1st Hampton Downs Graphite
M & N Entwisle
3rd Hampton Downs Goldman
Sachs
M & N Entwisle

MORRINSVILLE SHOW

Cow or Heifer
1st Karewa Fashion & calf
J & L McNaughten
2yr Heifer
1st Karewa Fashion & calf
J & L McNaughten
Champion Cow
Karewa Fashion and calf

Heifer 1 year
1st Karewa Goldie
J & L McNaughten
2nd Tokaweka Glamor Girl
F Aro
3rd Hampton Downs Gucci
M & N Entwisle
Heifer Calf
1st Hampton Downs Heavenly
Tiger Lily
M & N Entwisle
2nd Karewa Holly
J & L McNaughten
3rd Five Star Honey
F Aro
Champion Junior Heifer
Karewa Goldie
J & L McNaughten
Reserve Champion Jnr Heifer
Hampton Downs
Heavenly Tiger Lily
M & N Entwisle
Bull 1 year
1st Hampton Downs Goldman
Sachs
M & N Entwisle
Bull calf
1st Karewa Hector
J & L McNaughten
2nd Hampton Downs
Hugo Boss
M & N Entwisle
Champion Jun. Bull
Karewa Hector
J & L McNaughten
Reserve Champion Jun. Bull:
Hampton Downs Hugo Boss
M & N Entwisle
Champion Male
Karewa Hector
J & L McNaughten



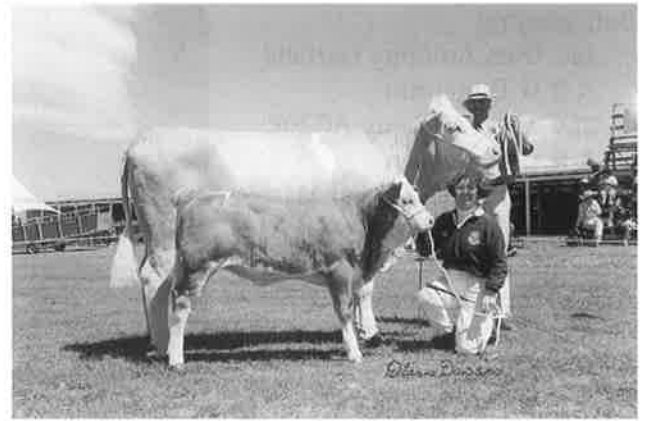
From left to right: Lorraine McNaughten, John Robbins, Mark Stevens (Assoc. Judge) and John with Champion Cow.



From left to right: Frank Aro, John McNaughten, Liz Maslin and Lorraine McNaughten



Tony Thompson of Glenanthony Simmentals at the Royal Show with Glenanthony Fitzzi.



Tony & Glennis Thompson of Glenanthony Simmentals with GA Cascade, Supreme Champion Simmental at the Royal Show.

Champion Female

Karewa Fashion
J & L McNaughten

Supreme Champion Simmental:

Karewa Fashion with Hector
J & L McNaughten

All Breeds

Heifer 1 yr. (15 in class)

2nd Karewa Goldie
J & L McNaughten

Heifer 2 yr.

1st Karewa Fashion & Hector
J & L McNaughten

Bull calf (19 in class)

2nd Karewa Hector
J & L McNaughten

Cow or Heifer 2 yrs (11 in class)

2nd Karewa Fashion & Hector

J & L McNaughten

Heifer calf (18 in class)

1st Karewa Holly
J & L McNaughten

Supreme Reserve Champion Female

Karewa Fashion with Hector:
J & L McNaughten

KUMEU SHOW

Other Breeds

Cow 3 yrs. and over

2nd Karewa Elegant Lady
J & L McNaughten

Reserve Sen. Female Champion

Karewa Elegant Lady
J & L McNaughten

Yearling Heifer

2nd Karewa Goldie
J & L McNaughten

Heifer calf

1st Karewa Holly

Junior Female Champion

Karewa Holly

All Breeds

Cow & Heifer 2 yrs

2nd Karewa Elegant Lady

Heifer calf

1st Karewa Holly

Yearling Heifer

1st Karewa Goldie

Junior Female Champion

Karewa Goldie

Junior Reserve Female Champion

Karewa Holly
J & L McNaughten

BAY OF ISLAND SHOW

Reserve Champion Female

Glamour

Yearling Heifer

1st Glamour

Heifer Calf

1st Hazel Nut

Bull Calf

1st Howzat
W J & EM Mackey

KAIKOHE SHOW

Yearling Heifer

1st Glamour

Reserve Champion Female

Glamour
WJ & EM Mackey

Heifer Calf

2nd Harmony
WJ & EM Mackey
3rd Hazel Nut

Bull Calf

1st Handsome

Reserve Champion Male

1st Handsome
WJ & EM Mackey
3rd Howzat

1999 Auckland

Royal Easter Show

Simmental - Judge

John Robins, Invercargill

Cow 3yrs and over

1st Karewa Elegant Lady
J & L McNaughten

2nd Glen Anthony Cascade
A & G Thompson

Heifer 2 years

1st Glen Anthony Farina
A & G Thompson

2nd Karewa Fashion
J & L McNaughten

3rd Tokaweka Fancy

Cornwall Park

Heifer yearling

1st Glen anthony Gizelda
A & G Thompson

2nd Cornwall Park Butterfly
Cornwall Park

3rd Karewa Goldie
J & L McNaughten

Heifer Calf

1st Karewa Holly
J & L McNaughten

2nd Glen Anthony AH13E
A & G Thompson

3rd Glen Anthony AH10E
A & G Thompson

Female Champion

Karewa Elegant Lady
J & L McNaughten

Reserve Champion

Glen Anthony Farina
A & G Thompson

Bull 2yrs and over

1st Glen Anthony Exon
Cornwall Park

2nd Glen Anthony Fitzzi
A & G Thompson

show RESULTS

Bull yearling

- 1st Glen Anthony Garfield
A & G Thompson
- 2nd Glen Anthony AG20E
A & G Thompson
- 3rd Springhill Global Master
Cornwall Park

Bull calf

- 1st Glen Anthony AH20E
A & G Thompson
- 2nd Glen Anthony AH69
A & G Thompson
- 3rd Glen Anthony AH5E
A & G Thompson

Male Champion

- Glen Anthony Exon
Cornwall Park

Reserve Champion

- Glen Anthony AG20E
A & G Thompson

Supreme Exhibit

- Karewa Elegant Lady
J & L McNaughten

Inter Breed Classes

Yearling Heifer

- 1st Glen Anthony Gizelda
A & G Thompson
- 2nd Karewa Goldie
J & L McNaughten

Yearling Bull

- 4th Glen Anthony Garfield
A & G Thompson

Heifer Calf

- 1st Karewa Holly
J & L McNaughten
- 4th Glen Anthony AH10E
A & G Thompson

Bull Calf

- 1st Glen Anthony AH20E
A & G Thompson

All Breeds Group of 3

- 1st J & L McNaughten
- 3rd A & G Thompson



Kimberley, Cascade and calf, Tony. 'Coronation Street' star "Mavis Riley" and Auckland President's wife, Alison Tilsley.

Team of 2

- 3rd A & G Thompson
- Labramor Female Challenge
- 2nd Karewa Elegant Lady
J & L McNaughten
- 4th Glen Anthony Cascade
A & G Thompson

Senior Bull

- 1st Glen Anthony Exon
Cornwall Park

Meat and Wool Cup

- 2nd Karewa Elegant Lady
J & L McNaughten

1998 ROYAL SHOW RESULTS

- Champion Simmental Senior Female
Glen Anthony Cascade
18/7/93 - calf

- Glen Anthony Simmentals
- Reserve Champion Simmental
Senior Female

- Glen Anthony Farina
2/6/96 - calf

- Glen Anthony Simmentals
- Champion Simmental Yearling
Female

- Glen Anthony Glenelda 6/7.97
- Glen Anthony Simmentals

- Reserve Champion Simmental
Yearling Female

- Waiwhare Gina AG34 25/7/97
- Waiwhare Simmentals

- Grand Champion Simmental
Female

- Glen Anthony Cascade
18/7/93 - calf
- Glen Anthony Simmentals

- Reserve Grand Champion
Simmental Female

- Glen Anthony Glenelda 6/7/97
- Glen Anthony Simmentals

- Champion Simmental Senior Bull
Glen Anthony Fitz 15/6/96
Glen Anthony Simmentals

- Champion Simmental Yearling Bull
Rockvale Gladiator 2/8/97
Rockvale Simmentals

- Reserve Champion Simmental
Yearling Bull

- Glen Anthony Grandstand
28/6/97

- Glen Anthony Simmentals
- Grand Champion Simmental Bull
Rockvale Gladiator 2/8/97
Rockvale Simmentals

- Reserve Grand Champion
Simmental Bull

- Glen Anthony Grandstand
28/6/97
- Glen Anthony Simmentals

- Supreme Champion Simmental
awarded the Fredsberg Salver
(perpetual)

- Glen Anthony Cascade
18/7/93 - calf
- Glen Anthony Simmentals

RAS AWARDS

- RAS Gold Medal
Glen Anthony Cascade
18/7/93 - calf
- Glen Anthony Simmentals
- Richardson Epplett, Special Prize
- Supreme Champion Simmental
Glen Anthony Cascade
18/7/93 - calf
- Glen Anthony Simmentals
- Simmental Society Silver Salver
(Supreme Champion Simmental)
Glen Anthony Cascade
18/7/93 - calf
- Glen Anthony Simmentals



From left to right: Sue Wylie, Tony T, Kim T and Grant Latimer with Champion Bull, Glenanthy Exon.



1998 Royal Easter Show with Judge Peter McWilliam

**“Simmental NZ hands over sponsorship of
Junior Herdperson Competition to Combined Beef Breeds
after 8 years of sponsoring the event.”**



Previous winners Simmental trip to Heifer Show. From left: John Hayward, Derek Hayward, David Bradley, Colleen Taylor, John Scott, Mark Stephens, Katherine Maslin, Susan Austin and Roger Hayward.



LEAFLAND SIMMENTALS

STRAUSS FAMILY. HERD 1614
Waironga Road, R.D.2 Mosgiel, Otago,
New Zealand

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



Two
Leaflanders
grazing

Herd formed from cows bought from Glenside, KGM and Levels.

VISITORS WELCOME

Everd & Marié Strauss

AILSASIMMENTALS



"Ailsa Prelude" as a heifer. THE BASICS DON'T CHANGE - Good temperament and structure, easygoing, top milk and growth.

From 70 Bulls, there will be 30 selected for auction on Thursday 10th 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

Pinelee Simmentals

Bulls available for Private Sale.

All Bulls scanned 100cm² or more.

Enquires to Wrightson or Reid Farmers Stud Stock, Dunedin or contact Vendor.

Graeme & Lorraine Bain
Pinelee Simmentals No. 1RD, Middlemarch, Otago
Phone (03) 464 3226

NAME	ADDRESS	CONTACT Phone / Fax no.:	No. of BULLS FOR SALE				SALE METHOD					
			YEARLINGS	R2yr	OTHER	ON-FARM PADDOCK SALE (no.)	AVAILABLE FROM	ON-FARM AUCTION (no.)	SALE DATE	BEEF EXPO NATIONAL SALE (no.)	SALE DATE	OTHER AUCTION VENUE (no.)
Alisa Farms Ltd	RD 54, Kimbolton	06 322 9883 Ph/Fax 06 322 9839	10	30		10	1/10/99	30 R2yr	10/6/99			
GENERAL COMMENTS:	Offering: Free delivery, Feet guarantee, Flexible invoice date, Backup service through season.											
Ross & Jeanette Anderson	Tavinor Road RD10, Whangarei	09 432 2423	7	3		10	Now					
GENERAL COMMENTS:	Use Uttox bulls to meet the commercial market.											
G M & L E Bain	"Pinelee" No.1 RD Middlemarch, Otago	03 464 3226		4		4	April-May					
GENERAL COMMENTS:	Good depth, length of body and thickness throughout. Very good temperament. Average weight 15/2/99 793kg.											
Brocade Simmentals	Apti, RD7 Felding	06 328 4845 Fax 06 328 4846		20				20	3/6/99			
GENERAL COMMENTS:	Brocade Simmental Stud has been established since 1972. Run on steep hill country.											
W T Bugess Beresford 1205	Pukeira 2RD, Owaka	03 415 8019	6	15		6	20/5/99				Owaka 12	19/5/99 2.00pm
GENERAL COMMENTS:	Bulls also bred for Beresford own large commercial operation (see the progeny).											
Rodger Caird	Nareora West 2RD, Timaru	03 686 4879	6	15		6	October				Temuka	16/6/99
GENERAL COMMENTS:												
Chris Cairns	5K Road Oamaru	03 431 2826		1							Temuka 1	16/6/99 1.00pm
GENERAL COMMENTS:												
Cariboo Simmentals W J & E M Mackey	21 Peach Orchard Road RD 4, Hikurangi, Northland	09 433 9718		10							Kauri 6	30/6/99
GENERAL COMMENTS:	Combined Simmental Sale, Cariboo, Tokaweka, Terrilynne, for some of NZ "BEST" be "our" guest.											
D E Cheetham	RD2, Eketahuna	06 372 5831 Fax 06 372 5841		13		Yes	1/5/99					
GENERAL COMMENTS:												
Cornwall Park Simmentals G Latimer	PO Box 26-072 Epsom	09 524 9483 Mobile 025 949 196		10		5	May				Waikato & Dist. 5	1/7/99
GENERAL COMMENTS:	This being the inaugural line up of bulls offered for sale to commercial cattlemen.											

NAME	ADDRESS	CONTACT Phone / Fax no.:	No. of BULLS FOR SALE			SALE METHOD									
			YEARLINGS	R2yr	OTHER	ON-FARM PADDOCK SALE (no.)	AVAILABLE FROM	ON-FARM AUCTION (no.)	SALE DATE	BEEF EXPO NATIONAL SALE (no.)	SALE DATE	OTHER AUCTION VENUE (no.)	SALE DATE		
R L & L E Crosby	RD8, Whangarei	09 432 2471		6											12/7/99
GENERAL COMMENTS:	This years bulls are quiet, well grown with balanced EBV's.														
D D M Farms	Burma Road RD7, Wellsford	09 422 1827	18	22		40	1/6/99								
GENERAL COMMENTS:	"Achieving genetic gains through large scale and intense selection pressure"														
L M Dekker	Wakanui Road 7RD, Ashburton	03 308 1960													
GENERAL COMMENTS:															
Franklin Simmental Stud	Stuart Road Bombay	09 236 0178	6	2	2	All	1/6/99								
GENERAL COMMENTS:	Our aim is to breed polled, easy calving, early maturing bulls on Bombay Hill Country.														
Glenside Simmentals G. McCorkindale	Waitahuna, RD 3, Lawrence	Freephone 0800 117 891 Fax 03 485 9729		35		10	21/5/99		25		20/5/99				
GENERAL COMMENTS:	Top bulls, average prices, all guaranteed and delivered free! What more could you want?														
Mrs J C Hall	Pendeen Hororata via Darfield	03 318 0873		2			May 1999								
GENERAL COMMENTS:	Two sons of Moneymore Cardshark from top females.														
Hampton Downs Simmental M & N Entwisle	Hampton Downs Road RD2, Te Kauwhata	07 826 3194	40	40		20	Anytime					3		Waikato & Dist. 8 or 10	1/7/99
GENERAL COMMENTS:	HDS specializes in black and red polled moderate framed easy fleshing hill country cattle.														
PR & PJ & JA Hill	Box 112 Whangarei	Bus 09 438 3875 A/h 09 437 5948	10	6		16	Anytime								
GENERAL COMMENTS:	We are using embryos to upgrade the genetics of the herd.														
J. R. Houllbrooke	South Road, Waipu Northland	09 432 0105		4										4	30/6/99
GENERAL COMMENTS:	Tokaweka, Terrilynne, Cariboo combined sale. Select a stud quality sire from a commercial environment.														
C C Hutching	RD7, Dannevirke	06 374 5181 - Nigel 06 374 1802 - Colin	20	40		40	5/5/99								
GENERAL COMMENTS:	Please visit us on our open day. Visitors and enquiries always welcome.														

NAME	ADDRESS	CONTACT		No. of BULLS FOR SALE					SALE METHOD					
		Phone / Fax no.:		YEARLINGS	R2yr	OTHER	ON-FARM PADDOCK SALE (no.)	AVAILABLE FROM	ON-FARM AUCTION (no.)	SALE DATE	BEEF EXPO NATIONAL SALE (no.)	SALE DATE	OTHER AUCTION VENUE (no.)	SALE DATE
Kapiti Simmentals B & M R Mansell	123 Otaihangā Road Paraparauamu	04 298 7099 04 298 8274			11		9	July			22/6/99	2		
GENERAL COMMENTS:														
Allan & Kris King	RD8, Whangarei	09 432 9538		21			21	1/6/99						
GENERAL COMMENTS:	Stud recorded Beefplan & Breedplan since 1984 & BIG since 1996 with vigorous selection and no pampering.													
Kawera Simmentals J & L McNaughten	890 Kopuku Road RD1, Pokeno	09 232 5642 Fax 09 232 5664		5	25		15	Ready Now			22/6/99	2	Waikato Sim.	1/7/99
GENERAL COMMENTS:	We aim to breed manageable profitable cattle with constitution and fertility. Client satisfaction our greatest reward.													
Ladburn Simmentals AA & LA Partridge	Glenalla Farm RD3, Leeston	03 324 2733		2	7		6	15/4/99			22/6/99	1	Temuka 4	16/6/99
GENERAL COMMENTS:														
Landcorp Simmentals	Waikite Stn., RD1 Rotorua	07 333 1835			70		70	1/7/99						
GENERAL COMMENTS:	Waikite, possibly NZ's largest herd. Committed to performance recording EBV for growth up with the best in the breed.													
LeeAnne Simmentals Q & T Robinson	Pikiwahine Road, RD1 Waiotira, Northland 0250	09 437 0235 Fax 09 437 0735		12			12	as required						
GENERAL COMMENTS:	Bulls bred on Northland hill country. Combine frame and muscle, polled and horned available.													
Levys Simmentals S & R Cox	Sanders Road, PO Box 6, Roxburgh, Otago	03 446 8785 Fax 03 446 8765			26								Mt Bengel 26	21/5/99
GENERAL COMMENTS:	Bull Sale in conjunction with Lonepine Simmentals. Bulls bred for commercial conditions for maximum return.													
D & J Matheson	Gebbies Pass Road Lyttelton	03 329 9897		5	1		3	May 1999					Temuka 2	16/6/99
GENERAL COMMENTS:														
Maugatara Cattle Co. Peter & Sue McWilliam	Gladstone Masterton	06 372 7724 Fax 06 372 7770		5	22		25	1/5/99			22/6/99	2		
GENERAL COMMENTS:	A strong selection of well muscled early maturing bulls. Exceptional performance figures. EMA data available.													
Milnerloo Stud Barney Gray	7 Station Road RD2, Whakatane	07 308 8566 Fax 07 308 0440			3								Waikato	1/7/99
GENERAL COMMENTS:	We breed and raise bulls to standards demanded by the best bull buyers.													

NAME	ADDRESS	CONTACT		No. of BULLS FOR SALE				SALE METHOD						
		Phone / Fax no.:		YEARLINGS	R2yr	OTHER	ON-FARM PADDOCK SALE (no.)	AVAILABLE FROM	ON-FARM AUCTION (no.)	SALE DATE	BEEF EXPO NATIONAL SALE (no.)	SALE DATE	OTHER AUCTION VENUE (no.)	SALE DATE
Misty Moor W J & H A Woolston	RD3, TeKuiti	Ph/Fax 07 877 6817			21		3	4/6/99				Te Kuiti 18	3/6/99 1.00pm	
GENERAL COMMENTS:														
Nuweland Simmentals D & J Marais	Inlet Road, PO Box 537, Kerikeri 0470	09 407 9039			15	6 females				25/6/99				
GENERAL COMMENTS:	1999 Sale Bulls by Arnolds Zamutwo, Eldorado, Rissington Barnaby, Wondenia Apollo, Nuweland Etienne													
H D Patterson	IDA Valley	03 447 4794 Fax 03 447 4766			25		5	17/6/99				Omakau 20	17/5/99	
GENERAL COMMENTS:	Look very good at this stage of the year.													
Pouriwai Simmentals	P. Bag 7618, Gisborne	06 867 0867 Fax 06 867 7443			50		35	1/6/99				Matawhero 15	27/5/99	
GENERAL COMMENTS:														
Puketawa Simmentals J B Scott	Puketawa RD2, Cambridge	07 827 28 64 Fax 07 827 2977			45		8			8/6/99	2		22/6/99	
GENERAL COMMENTS:	Sale on farm, Roberts Road, Hora Hora, RD2, Cambridge, 8 June 1999 at 1.00pm.													
Puriri Simmentals PJ & HM Ellis	Parpara Road RD3, Kaitaia	09 406 0201			25					5/7/99				
GENERAL COMMENTS:	Hill country bred cattle concentrating on calving ease, growth and temperament.													
Red Oak Simmentals	Jackson Road, RD2 Dannevirke	06 374 5558		14			12	1/5/99			2		22/6/99	
GENERAL COMMENTS:	Bulls bred for soundness, temperament, muscle and weight gain. All sale bulls come with EBY's and are EMA scanned.													
Rissington Cattle Co.	RD4, Napier	06 839 5836 06 839 5859		10	45		30	21/6/99			25			
GENERAL COMMENTS:	A 28 year old family seedstock business unmatched for performance (EBV's) selection, type and polledness.													
Rivendell Farm Simmentals J A & D J Longville	J V Grant Road RD 3, Wellsford	09 423 8506 Fax 09 423 9124			6							Wellsford	6/7/99	
GENERAL COMMENTS:	Sale bulls are by proven A. I. Sires, or our best homebred bulls. All Breedplan recorded.													
J A & M J Robins	Ryal Bush RD6 Invercargill	03 221 7150 025 310 031		7										
GENERAL COMMENTS:	Pedigree is one thing - Performance is everything. In the show ring or on the hill our cattle perform.													

NAME	ADDRESS	CONTACT Phone / Fax no.:	No. of BULLS FOR SALE				SALE METHOD							
			YEARLINGS	R2yr	OTHER	ON-FARM PADDOCK SALE (no.)	AVAILABLE FROM	ON-FARM AUCTION (no.)	SALE DATE	BEEF EXPO NATIONAL SALE (no.)	SALE DATE	OTHER AUCTION VENUE (no.)	SALE DATE	
Ruaview Simmentals John & Helen Hammond	RD1, Ohakune	06 385 8040		7								Waimarino 7	4/6/99	
GENERAL COMMENTS:	Inspection and enquiries always welcome.													
Dianne Saunders	Mangiti Road RD1, Ngaruawahia	07 825 4524	2	8		10	September							
Silverfern Simmentals:-														
Triple S Ross & Joan Cockburn	Mt Prospect RD2, Te Anau	03 249 7082 03 249 7085		20								Castle Rock	18/5/99	
GENERAL COMMENTS:														
Rockvale Simmental	163 Manutahi Road New Plymouth RD2	06 755 0775		28		26		4/6/99		2	22/6/99			
GENERAL COMMENTS:	All available for inspection now. Including:- Rockvale Gladiator AG745 - Grand Champion Male - Hawkes' Bay Royal, 1998.													
Enterprise Cattle Co. C Martin	Clifford Road, Wakefield, Nelson	03 544 2788 Fax 03 541 1813		18		15		11/7/99	1pm	3				
GENERAL COMMENTS:	Enterprise Cattle Co, Annual Sale: 1 25 Angus, 15 Simmental, 15 Hereford (horned and polled). Select from NZ's most comprehensive catalogue. EBV's, all weights, carcase data, fertility production traits.													
Mrs Lynne Sloane	RD1, Whangarei	09 432 2823	10	20		15	30/6/99					Kauri 15	30/6/99	
GENERAL COMMENTS:														
Springbrook Simmentals C J Patterson	Lakeside RD3 Leeston, Canterbury	03 324 3706		20	15, 1 year heifers	18		16/6/99						
GENERAL COMMENTS:	This year featuring first crop of the exceptional Tokaweka Dramatic and Royal Show Champion Springbrook Transalpine.													
Stone Hut J R & S E Sutton	7RD, Waimate	03 689 2283 Fax 03 689 2279		15		8	April					7	16/6/99	
GENERAL COMMENTS:	27 years of selecting for calving ease and weight gain in a commercial environment													
I A & M O Strathern	PO Box 5356 Hamilton	07 829 5756 Fax 07 829 5759		10		10	June 1999					Waikato 3-4	1/7/99	
GENERAL COMMENTS:	Striving to produce well grown, structurally sound, even tempered animals.													
Te Raumaiku Simmentals P A & A M Scott	592 Te Raumaiku Road RD3, Otorohanga	07 873 8413		1		1	1/5/99					Frankton Waikato & Dis.	1/7/99	
GENERAL COMMENTS:	Heavily culled, service tested, performance recorded (Breedplan), TB accredited (C8), scanned EMA.													

NAME	ADDRESS	CONTACT			No. of BULLS FOR SALE				SALE METHOD				
		Phone / Fax no.:	YEARLINGS	R2Yr	OTHER	ON-FARM PADDOCK SALE (no.)	AVAILABLE FROM	ON-FARM AUCTION (no.)	SALE DATE	BEEF EXPO NATIONAL SALE (no.)	SALE DATE	OTHER AUCTION VENUE (no.)	SALE DATE
Tony & Glennis Thompson	RD 4, Waipukurau	06 858 8705		25 + 2						2	22/6/99	Waipukurau 25	16/6/99
GENERAL COMMENTS:	Waipukurau Stock Selling Centre, James Street, Waipukurau, 12.30pm, June 16th 1999.												
C R Thorburn	RD2, Cambridge	07 827 2812	10										
GENERAL COMMENTS:	Most of our bulls are used over our own Beef and Dairy cows.												
Totara Creek J Forsyth	311 Mangaowara Road RD 26, Stratford	06 762 5524		4		4	Now on						
GENERAL COMMENTS:	Genuine back hill country bulls! Not pampered!												
Totara Hills Farm J F Russell	JF Russell, RD54, Kimbolton	06 322 9812	10	10		20	July 1999						
GENERAL COMMENTS:													
The Trossachs Simmentals	Tea Creek Road Carterton	06 379 8395	10	35		45	May			2	22/6/99		
GENERAL COMMENTS:	Concentrated breeding program offering new blood lines as a regular event to ensure sires meet market requirements.												
Waingaro Simmental Stud	248 Ngaroma nol Parnassus R.D.	03 319 2839		25		24	1/5/99						
GENERAL COMMENTS:	Waingaro Simmentals have 25 years breeding history. Performance recorded, guaranteed, hill bred, commercially formed, enquiries welcome.												
Waiwhare Simmental	PO Box 1497 Hastings	06 876 212 06 874 2889		17		13	May 1999			4	22/6/99		
GENERAL COMMENTS:													
Willowbrook Simmentals	RD2, Timaru	03 612 6871 Fax 03 612 6651		22		Yes	late June			2	22/6/99	Temuka	16/6/99 1.00pm
GENERAL COMMENTS:	We believe this is the best line up of bulls we have produced many are polled. All breedplan recorded.												
B M & S F Wilson	Mokoia Road Mokoria	06 273 4056	7			3-4	March					Inglewood 3-4	25/6/99
GENERAL COMMENTS:													
I G & P J Wright	Makerikeri Downs Carrs Road, Rangiora RD2	03 312 8788		1								Temuka	16/6/99
GENERAL COMMENTS:	Stud objective: to breed quiet, medium framed, well muscled cattle with emphasis on structural soundness.												

Misty Moor Simmentals

Performance Recorded Bulls Available

*Stud and Commercial Bulls farmed on hill Country,
shifting well to all environments.*



T.B. Clear Status.

All Bulls vaccinated against I.B.R. and I.P.V.



Inspection Welcome by contacting the Vendors.

5th Annual Misty Moor Bull Sale • Te Kuiti Saleyards

Thursday 3rd June 1999 • Commencing 1pm.

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

RIVENDELL FARM SIMMENTALS

Herd 1517

Farming a small, quality herd on tough, dry, kikuyu hill country. Our aim is to breed easy-calving, medium-framed animals, able to thrive in harsh conditions. Our herd contains some very high performing females, including one current and one former Australasian 600 Day Trait Leader.



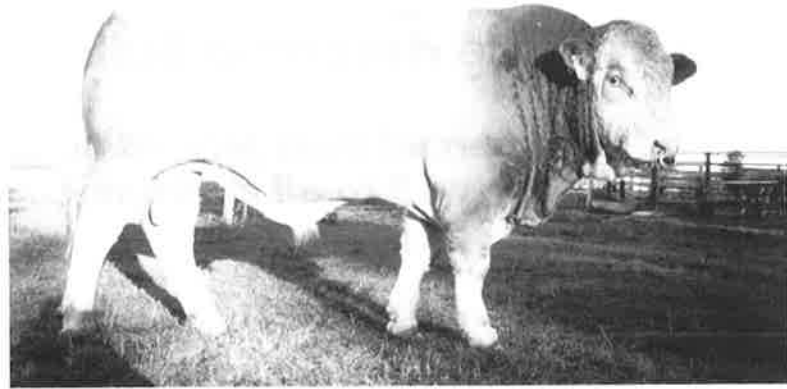
Our senior herd sire
Rivendell Firepower (shown
as a yearling).

ANNUAL BULL and FEMALE
SALE, 6 JULY 1999,
WELLSFORD

**Inquiries: John and Deborah Longville, J V Grant Rd, R D 3, Wellsford.
Telephone: (09) 432 8506**



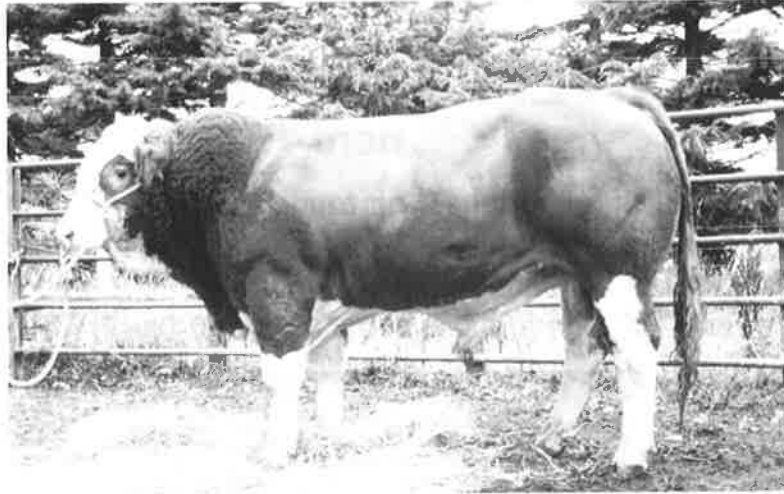
WILLOWBROOK SIMMENTALS



*Willowbrook
Gerald AG3ET*

Our selective breeding programme ensures:

- *Calving Ease*
- *Excellent Weight Gain*
- *Quiet Temperment*
- *Emphasis on Polled Cattle*



*Willowbrook
Gibraltar
AG21ET
2 sons by
Coopental
Terrific out of
Willowbrook
Twinkle Subject
to inspection
these 2 will be
part of our sale
team at the
Expo Bull Week
Sale,
Palmerston
North*

BULLS AVAILABLE

*At the Central South Island Simmental Sale on Wednesday 16th June 1999,
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 Midgeley - Willowbrook Simmentals, RD2, Timaru
South Canterbury, New Zealand. Tel (03) 612 6671 - Fax (03) 612 6651*

All intending members of SIMBEEF are required to carefully read and complete this form (both sides), then return it to SIMMENTAL NZ as soon as possible.

	Initials	First Name	Surname
<i>Farmer Name</i>	_____	_____	_____
<i>Spouse Name</i>	_____	_____	_____
<i>Trading Name</i>	_____	_____	_____
<i>Postal Address</i>	_____	_____	_____
<i>Phone Number</i>	_____	<i>Fax Number</i>	_____
<i>Cell Phone No.</i>	_____	<i>E-mail address</i>	_____

Basic Level Fees

Membership - once only	\$300.00
Annual subscription	\$125.00
Tag sets as approved by AHB	at cost
Animal Registration - once only	\$1.25

Caters for the basic need to maintain an animal's identity, breed and origins. There will be an opportunity to trace-back to Herd-of-Birth across farms in the SIMBEEF membership. Stock trading intentions and carcass data is included but no liveweights are recorded. Participation in Study Groups is optional.

Advanced Level Fees

Membership - once only	\$300.00
Annual subscription	\$300.00
Tag sets as approved by AHB	at cost
Animal Registration - once only	\$2.00

Caters for full recording including stock trading intentions, target markets, liveweights, benchmarking and Study Groups.

Breeder Level Fees

Membership - once only	\$300.00
Annual Subscription	\$125.00
Animal Registration	no charge

Recognises breeders contribution to the industry and attracts no Animal Registration fees when 70% of cattle are sold store. The percentage is calculated as follows:

$$\frac{(\text{Animal sold store} + \text{Breeding Stock}) - (\text{Animal killed} + \text{Deaths}) \times 100}{\text{Animals Registered for Current Year of Birth}}$$

Please tick the level at which you wish to join:

Basic Level

Advanced Level

<input type="checkbox"/>
<input type="checkbox"/>

SIMBEEF ENROLMENT CONDITIONS

1. I agree with the following guidelines for membership to STOCKTRACE™:-

- individual animal identification using the AHB approved tagging system.
- maintenance of relevant animal records according to your level of membership.

- a willingness to share information, specifically in relation to Herd Benchmarking within the SIMBEEF membership.
 - commitment to the SIMBEEF goal of working with fellow members to improve the beef industry's competitive position.
2. I hereby authorise SIMBEEF to obtain my herd and farm identification numbers from AgriQuality (previously known as MAFQual).
 3. I give permission to or any participating Meat Company to forward a copy of all assessments taken on my cattle directly to the Bureau for analysis.
 4. I agree to share my information with other members of SIMBEEF.
 5. I wish to become a financial member of SIMBEEF and give permission for SIMMENTAL NZ to disclose the following details to other members of SIMBEEF and other SIMBEEF agencies:-
 - Farmer and trading name
 - address
 - phone number, fax number and email address
 - details of stock resource
 - details of purchase intentions
 - details of sales intentions
 6. I understand the preceding statements, have answered the questions to the best of my knowledge and give permission for the disclosure of information as specified.

PRINT NAME _____

SIGNED _____

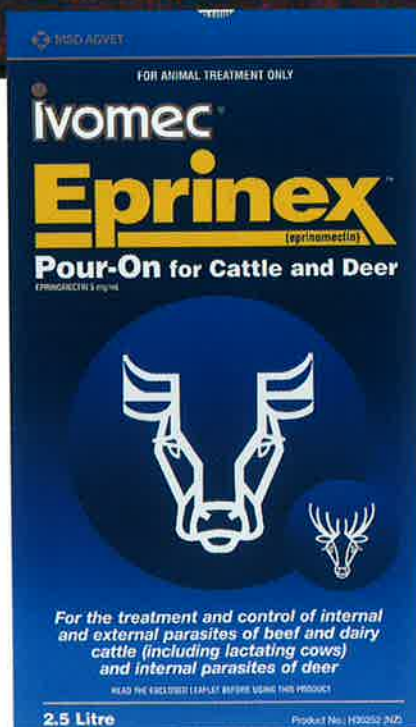
DATE _____

Return enrolment to: Simmental NZ P O Box 13-142 Christchurch

Increase your productivity

IVOMEC® EPRINEX® Pour-On for cattle and deer is more potent, providing long-lasting control of a wider range of parasites than any other pour-on or injectable available. As such, it gives the assurance that both your young and mature animals have the best opportunity to reach their potential, by increasing liveweight gain, or by improving pregnancy rate, milk yield and calf weaning weights.

And it will not only be your cattle which are more productive. With the potency of IVOMEC EPRINEX Pour-On you can have parasite control for up to two months giving you a greater interval between drenching.



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Better products mean better results.™

There 'll be less time spent in the yards, so more time for you and less stress on your animals.

Plus IVOMEC EPRINEX Pour-On is weatherproof. You can use it in any weather conditions without compromising its effectiveness, and without interrupting your schedule.

And IVOMEC EPRINEX Pour-On has a short meat withholding period, allowing more flexibility when it comes to selling your beef.

Use IVOMEC EPRINEX Pour-On on your farm. It will increase the productivity of both you and your cattle.



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LEVELS SIMMENTAL STUD

Established 1972



Annual Bull Sale
Mt Benger Saleyards
21 May 1999

Contact: Simon Cox • Levels Simmentals
"Rosslyn" • P.O. Box 6 • Roxburgh
Phone (03) 446 8785 • Fax (03) 446 8765