

Simmentales

Issue 3 December 2004

TRANS TASMAN Simmental Committee



Pictured from left: Errol Harvey, Alastair Midgley, Peter McWilliam, Graham Jordan, Peter Speers and Bill Almond.

While on tour through New South Wales in April this year, Craig Martin called an impromptu meeting of key people in the Australian and New Zealand Simmental executives, in the back gardens of Peter Howarth's Nundle Guest House. It was a balmy evening and what followed was a very informal, but worthwhile round the table discussion of many issues. We discovered that we shared a common view on, many aspects of the cattle industry and Simmental's place in that market.

A decision was made to form an ANZAC alliance of Simmental breeders between our two great countries, with the generally agreed purpose of recreating the spirit of co-operation that existed in 1980's when strong trading relationships developed through Australian Cattle breeders purchasing Simmental cattle from NZ. Some refer to these times as 'The Dunmore Days'.

It was agreed that we form a Trans Tasman Simmental Committee (TTSC) and that we schedule reciprocal meetings, with the inaugural meeting in Melbourne to coincide with the Melbourne Show.

And so it was that Peter McWilliam (Past President, SimmentalNZ), Alastair Midgley (Vice President, Simmental NZ) and Errol Harvey (Breed Manager, Simmental NZ)-Craig Martin was unfortunately unable to travel due to illness, met with

Graham Jordan (President, Simmental Australia), Bill Almond (Snr Vice President, Simmental Australia) and Peter Speers (Executive Officer, Simmental Australia) at the Pacific International Hotel in Melbourne. The summary of the meeting is highlighted below;

It was confirmed that there should be two meetings per year, one in New Zealand and one in Australia. The second meeting is scheduled for May 2005, during the Australian tour of New Zealand and Beef Expo. In the words of one council member "What took us so long?"

On Sunday and Monday after the meeting, we were guests of the Victoria Simmental members at the Melbourne show, which was a huge event by NZ standards. It was well supported and was an eye opener; they are still very keen on their showing in Victoria. Both Alastair Midgley and Peter McWilliam were invited to present ribbons.

We were guests at a formal dinner of the Victoria Simmental Association on the Sunday evening and were made truly welcome by Ross Cardile, who has spent time at Waiwhare Simmentals and is President of the Victorian Association. The enthusiasm was great to see and be part of.

For more information please turn to page 12.

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Copy deadline for next newsletter: February 11 2005



THE Presidents Report

Dear Simmental Members,

We welcome you to this spring newsletter. By now the bulk of the joining is complete and we look forward to a good season.

As usual the past four months have been busy for council. Our focus has been to apply detail to the main initiatives in place and subsequent planning for a full programme of events for 2005. Since the last newsletter a number of initiatives have come to fruition and I will provide some update.

The second Group Run occurred smoothly, though disappointingly not quite attracting the volume of raw data we had hoped for. There appears to be some reluctance to weigh cattle early. We feel the second Group Run is an ideal tool to assist with heifer selection and validation of selection of yearling bulls. As time passes we are sure greater use of the second run will occur.

The recent Open Day / Workshop at the Bull Testing Station was reasonably well attended and I am confident a very good draft of bulls will come forward to Expo in 2005. The 2005 Expo will see the inclusion of Test Station bulls from Angus and South Devon, which will assist us greatly in increased media exposure. The 2005 Expo contains some exciting scheduling and venue changes and your council endorses these fully. Simmental will enjoy a high exposure show and sale slot on day one. Coupled with the presence of the Australian tour group the 2005 Expo sales promises to be good for Simmental and accordingly we encourage you all to attend.

I am pleased to announce the appointment of John Hammond to the executive of Beef Expo and have every confidence John will represent Simmental NZ admirably. To those who offer themselves for election to council, I thank you. The time commitment to Council is often huge, relatively thankless and may I remind you that without these volunteers the organisation could not operate at this level.

The inaugural meeting of the Trans Tasman Simmental Committee (TTSC) occurred in September, and was a huge success. The opportunities for promotional and technical issues are huge. We all can look forward to the TTSC adding real value in the future.



The recent AGM of NZPBB saw the passing of various resolutions required enabling Simmental NZ's share purchase. It is the culmination of such effort over the past 18 months that Simmental NZ is now a proud shareholder in this exciting company. May I record our thanks to Peter McWilliam and John Scott for their guidance and efforts in this venture. We look forward to briefing you early next year on the new strategic plan for 2005. It was with pleasure I accepted the nomination as your Director on the Board of NZPBB and I am happy to announce Ray Crosby as our alternate Director. We will endeavour to represent your interest as diligently as possible.

Council has committed to significant change in the printed promotional material for 2005. We were disappointed in the response to the commercial database request. It will be difficult servicing the needs of the breed's customers if it is not known with any certainty who our customers are. Council is keen to widen the base of recipients of our promotional material and have accordingly adopted the policy for 2005 as outlined further in this newsletter.

Finally it is with much sadness that we record the passing of two of the breed's founding figures. Firstly, that of Don Graham. Don passed away in August after a short illness at his home, surrounded by his family. Don was one of those largely responsible for the breed's introduction to New Zealand, was a past President of the Society and a Life Member. To Trish and family we extend our deepest sympathy.

Secondly within days of Don passing we heard of the passing

of Peter Sibley. Peter earned notoriety as a Stud Stock Agent with National Mortgage early in the 1970's for the arranging of many high priced sales to Australia and was responsible for the exporting of large numbers of half bred females across the Tasman. We convey to Penny, our deepest sympathy.

In closing may I take this opportunity on behalf of Council to extend our thanks and gratitude to the staff and all of you as members for your co-operation in what has been a full-on and

difficult year for Simmental NZ. Please accept our best wishes for a Merry Christmas and I am sure we are all looking forward to a well earned summer break and will return refreshed for a busy 2005.

Craig Martin
President

Council Report



MEETING HELD 1st & 2nd DEC 2004

Ag Research

The Council were pleased to welcome Chris Morris and Allan Crawford to the meeting. The opportunity to have technical experts speak at our meetings is much appreciated and we are all more knowledgeable as a result.

Magazine

There was considerable discussion on the magazine options for 2005. It was decided not to have a Simmental magazine in 2005 because it has such restricted distribution due to the inadequacies of our present data base. Unfortunately there has been a very poor response to our efforts to update the data base. It was decided to take advantage of a much wider distribution than we could ever achieve on our own and support the Beef Review published by PBB. Most of the other breeds are represented in this publication and Council all felt that it would be commercial suicide not to be involved. This magazine has a distribution of 14,391.

Country-Wide Publications

Errol has brokered a deal on our behalf with Dean Williamson of Countrywide which will give us the opportunity for advertising and articles in the centre pages of Heartland Beef and Mainland Beef. For our own members we would like to upgrade Simmentales a bit more and have three issues a year, one of which would be a dedicated commercial newsletter.

Beef Expo

Beef Expo will have a different look in 2005 with Field Days at the three Test Stations on the Monday and the possibility of pre-judging of the Test Station bulls and the judging of the Steak of Origin during lunch at a local Pub. The Simmental Sale will be on the Tuesday afternoon and the touring Australian contingent will be present.

Ancare

The sponsorship agreement with Ancare is alive and well. Craig has been to Auckland to talk to them and they are very happy to be associated with SimmentalNZ. They have sponsored a large sign for the Bull Test station.

TTSC

Peter McWilliam joined the meeting to Chair the session concerning the recently established Trans Tasman Simmental Committee.

The main message from this so far seems to be that we share the same problems and ideals and together we will be in a much stronger position to promote the breed in both countries.

Because of the time restrictions imposed by the Bull Test Field day a lot of business was deferred to the February meeting which is to be held in conjunction with the Puriri Dispersal Sale. This will provide the opportunity for members to get alongside Council and express their opinions on a one to one basis.

Simmental Briefs

Breed Manager's Office Hours

Errol Harvey will be in the office on Monday, Tuesday and Thursday from now on.

Missing Simmental Magazines

As at 15 Sept 2004, we are missing the following magazines; 1996, 1997 and 1998. If you have one spare, please send it to the office so we can complete our set.

We also have only 1 or 2 of the 1993, 1994, 1999 and 2003 magazines. If you have some lying idle, the office would like them please, as we can send them to interested breeders overseas, when we receive enquiries.

BeefClass Structural Assessment

- Score your Cows by end of February.
NB: Udder scoring is Important.
- Score your Bulls by the end of March.
- Submit these scores to the SNZ office.
- The scores will be displayed on Internet solutions.
- For more score sheets-photocopy or request more pads.
- A BeefClass workshop will be held in March, on the Waikato Herd tour
- A BeefClass workshop will be held in May for the Australian visitors
- A BeefClass workshop will be held in the Sth Island. Any suggestions?

Docility scores

Remember to record the docility scores when you record the 200 day weights. The scores will be submitted to ABRI and when we build up sufficient data it will be possible to proceed with an EBV for Docility. We need the data, so please commit to this. You will find that it isn't difficult; you have the cattle in and are recording the weight so just get on with it and score the docility as well (refer to the Tech mailout on the subject and refresh yourself on the scoring. 1 is docile 5 is wild). It makes sense that you cull any with poor temperament. Remember it is Heritable. No cattle breed needs wild cattle.

AI Sires

We have no record of many of the AI Sires indicated on the calf entry sheets. The calves are therefore not able to be registered until the sires are registered with us. This requires a blood test, DNA test and pedigree certificate. Council will redraft the AI Sires protocol in February, to align with NZPBB. DNA replaces the requirement for a blood test.

SimmentalNZ Bull Test Station

An initial cull will be made by the end of January and the remaining bulls will be promoted at a public open Day, early April at a time to be advised. It is likely that it will be held in conjunction with The Monitor Farm on which they are run, and Meat and Wool New Zealand are keen to promote the event as a major extension effort, promoting Management of herd sires, Bull Health and sire replacement policy, featuring our Simmental Bulls.

IMPORTANT DATES

- 28 Jan 05 – Initial Cull.
- 1 April 05 – Call for entries for 2005 entries.
- 6 April 05 – (to be confirmed) Public Open Day.
- 22 April 05 – Close off for Entry to 2005 Bull Test Station.
- 10 May 05 – Final Selection for Beef Expo 05.
- 16 May 05 – Beef Expo Open Day at all Bull Test Stations – Angus, Simmental and South Devon.
- 17 May 05 – Simmental sale at Beef Expo 2005 at Arena Manawatu, Pascal Street, Palmerston North.

Australian Simmental Breeders to Visit Expo 2005

Next year we are hosts to a Touring party of Australian Simmental Breeders visiting the North Island from May 9th through to the 18th. They will visit the Waikato, Hawkes Bay, Wairarapa and, arriving in the Manawatu in time to visit the Bulls at the Test Station and spend a few days at Beef Expo, our National show and sale of Premier Simmental Genetics.

Simmental Publications

"Simmentales" will continue to be the members' newsletter. Because the Database Update request was poorly supported, the Simmental Magazine would have a distribution of a mere 2000. We are asking you to support two new publishing initiatives.

1) The combined breed's magazine, Beef Review (see p10) will take your Beef Expo catalogue to 14-15,000 Beef levy payers and we will have a complimentary page of copy for every page of Simmental Breeder advertising. As PBB shareholders we must support this publication.

2) The Countrywide deal we have negotiated is exclusive and will deliver a 'Simmental Special', branded lift-out in the centre of Heartland Beef and Mainland Beef. These special feature publications go to every rural box-holder (87,000) on the 1st and 8th of May respectively.

Registry Information

Please phone Linda Rule at the NZPBB office with any queries.

Registry Issues

Thank you all who have submitted tidy, accurate, completed, calf entry sheets on time. There are always a few who let the side down, and I have to say, 6 hours to sort out one mess did not come cheap; we pay for registry time and that means that you all pay for the poor data submission of a few. A 'User Pays' policy may be more fair and equitable.

Calf Registration Certificates

You will not automatically receive Registration certificates for the AP calves. This is a reminder that you need to notify the office if you wish to go on the list of members who still wish to receive these Certificates. The cost will be \$1.00 each to cover registry time. Remember, the information is available and can be printed from Internet solutions on our web site: www.simmental.co.nz

Transfer of animals

In the past you used the transfer form on the back of the Calf registration certificate. You can still do this, or you can go to www.simmental.co.nz and follow the instructions below for using the Transfer Authorization Certificate we have set up on the website.

Transfer Authorisation Certificates

- 1) Click on Simmental NZ Button
- 2) Click on Transfer Authorisation Certificate – follow the instructions.

There are several options:

- **Click on the Print Empty Form button** and fill in the form by hand and sign and post.
- **Type the details on screen.** When you have completed the details, click on the Print Out Form button at the bottom of the page. The printed form will have all the details legible, as you typed them, and all you need to do is sign the form and post it. For a second transfer click on the Clear Form button and repeat.
- **Click on the Download PDF button. This will either**
 - a) Bring up a Transfer Form on your screen. Go to File and Save. Then choose where you want to save the PDF file of the transfer form – My Documents being the most likely place for most of you.
 - Or b) Bring up a Save a Copy box. Use this to save the PDF file to the place you want it – most likely in My Documents

Detailed Dam Summary Report

This Report lists the active cows in your herd, and for each cow, lists the details of their progeny. (See Fig1) You probably think that you have a pretty good idea of the reproductive record of all your cows, but take a look at this report and you will find

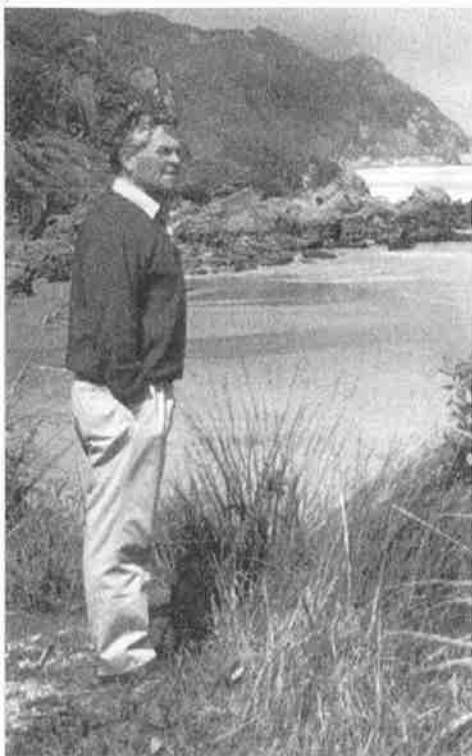
out what has really been going on! I think you will find it a very useful report for culling and mating decisions. This report is available from Linda Rule in Registry. It will cost \$5.00 plus printing cost (10 cents per page)

Cow Ident: 1519AD 2		Dam: 49AZ 260		Sire: 299AY 42		Calv Int: 373		Tot Prog: 8		Tot Anal: 8	
Name: KAPITI DINKY AD2		Group EBVs (KG) and Accuracies									
Tattoo: D2		Birth Wt	200 Milk	200 Wt	400 Wt	600 Wt	Mat Val				
DOB: 08/07/94		EBV Acc	EBV Acc	EBV Acc	EBV Acc	EBV Acc	EBV Acc				
		+2.4 81%	+10 74%	+7 76%	+22 74%	+29 73%	--				
Calf Ident	DOB	EBV Acc	EBV Acc	EBV Acc	EBV Acc	EBV Acc	EBV Acc	Sire Ident			
1519AF 4	22/06/96	+1.2 73%	+9 61%	+3 68%	+20 68%	+21 68%	--	6000AP 68			
1519AG 9	29/06/97	+3.1 74%	+8 51%	+18 69%	+32 68%	+42 67%	--	1519AE 4			
1519AH 12	14/07/98	+4.1 80%	+10 67%	+17 75%	+36 73%	+45 71%	--	208AZ 108			
1519AJ 17	17/07/99	+6.1 76%	+14 59%	+22 71%	+35 72%	+48 69%	--	299AC 27			
1519AK 3	02/06/00	+2.5 76%	+12 55%	+15 71%	+32 69%	+37 66%	--	1519AH 7			
1519AL 9	14/07/01	+3.5 75%	+14 59%	+15 71%	+28 70%	+37 69%	--	299AC 27			
1519AM 19	13/08/02	+2.9 75%	+12 49%	+15 70%	+37 69%	+43 68%	--	1519AH 7			
1519AN 27	17/08/03	+3.3 73%	+10 44%	+14 66%	+31 60%	+38 59%	--	1519AL 10			
1519AP 21	21/08/04	--	--	--	--	--	--	6000AL 50			

Fig 1. An example of the report on one cow in the Kapiti Simmental's Detailed Dam Report. Printed with the permission of the Mansells.

Farewell to Don Graham

Obituary by Stan Crosson



The passing of Don Graham it leaves a terrific gap in the Simmental breed and Simmental breeders in particular, and the New Zealand Cattle industry in general.

At the time of Don getting involved in the Simmental breed he was Stock Manager and Head Auctioneer in National Mortgage (NMA) South Canterbury.

It was 1972 that he was involved in the first import of Simmental females from Europe.

Don was a straight talker, and a straight shooter. He didn't suffer fools lightly. He was a top stockman and one of the few

that we had in the early days of the breed.

He was President of the Society for a time. His wise counsel and guidance carried on for long after he relinquished that office. In the mid seventy's there were some very high prices, especially for females. In March 1974 a 7 month old heifer was sold for \$47,500.

About that time an eight week old heifer calf was sold for \$48,000. This was at a time when you could buy a six cylinder car for \$4,000. No doubt Don contributed to these sales.

I think this verse typifies Don Graham.

"I shall pass through this chair but once. Any good thing therefore that I can do, or any kindness that I can show. Let me do it now, let me not defer it or neglect it for I shall not pass this way again."

All Simmental Breeders extend to Trish and her family their deepest sympathy in the sad loss of Don.

Obituary by Ian Johnstone



schoolmaster, on leaving school Peter went to Massey University. He graduated with a Diploma of Agriculture and Farm Management.

'Sibs' became a Stud Stock Agent for Wrightson/NMA with whom he remained until his retirement. He was highly respected by the Australian Simmental Society and was responsible for

7 January 1929 ~ to ~ 31 August 2004

Farewell to Peter Sibley

One of the most well known Livestock Agents in New Zealand and also Australia, Peter passed away this year at his home in the Parnassus area (North Canterbury) aged 75 years. Born in Auckland, the son of a well-known

the export of literally hundreds of Simmentals to Australia and elsewhere. It was a very rapidly expanding breed throughout the world in this corner of the globe New Zealand and Australia competed for pedigree stock.

Not only did 'Sibs' do incredible promotion for Simmentals, he did equal things for other breeds. In his latter years he has done an enormous job for the Angus Society; he lived on their doorstep! He reported show and sales results for every breed each year. In later years 'Sibs' and Penny retired from his own farm at Te Mania (the big Angus complex where he ran a South Devon Sheep Stud) to Cheviot.

Our condolences go to Penny. We have all lost a Great friend who was straight, efficient and hard to head off.

News from the North

Last month, the Northland members of Simmental New Zealand held a field-day at Steve Trotter and Ewald Thaller's (Oakdale Simmentals) Kaikohe property.

The day started with morning tea, followed by an assessment of some Commercial cows (Hereford/Friesian x), in the yards, using the evaluation guideline sheets recently issued by Simmental NZ.

To carry out the cattle assessments, the cows (along with their Simmental x calves) were brought individually into the yards. Members then worked, as one group, down the assessment sheets, cow by cow. They verbally indicated the scoring they would award to each animal, for the various traits. In most cases a consensus opinion was soon reached.

Occasionally there was a slight divergence of perhaps one score. The verbal discussion gave members' a chance to explain why

they thought the cow should be given a particular score for a characteristic. Quentin Robinson, the Northland Club President, compered the discussion, ensuring members' interest was maintained.

After the cattle assessment, Quentin then proved he was also a dab hand on the barbeque, by being the chef for a barbeque lunch. Members had brought along an excellent selection of accompaniments, ranging from fresh oysters (from a member's backyard) to salads, breads or dessert for a "pot-luck" lunch.

Following lunch, there was a herd-tour of Oakdale's Simmental cattle. Then, as most members had not previously seen the Kaikohe property, an informal farm-tour was held in and on four-wheel drive vehicles.

Everyone had a most enjoyable day and it was great to catch up with the other Northland members'.



Waikato Herd Tour 8th – 11th March 2005

The Waikato club has put together a 4 day tour of Waikato Simmental Studs. There is a lot of interest and we are expecting a good response, so get your registration and cheque in to us as soon as possible. (You will all have received the flier in the mail). The cost would be \$576.00 per person based on twin share inclusive or working out at \$144.00 per day. This figure includes all coach transportation and meals.

The only sightseeing not included is at Waitomo Caves where the options are visit to the caves, Black Water Rafting, Abseiling etc. See the flier for the itinerary.

2006 World Simmental Congress

The 2006 World Simmental Congress will be held at Calgary, Canada. We are planning a tour to the congress and may work in with the Australian Simmental Breeders. Visit this web address to find out more.

<http://www.simmental.com/congress/congress.html>





Bull Test Station

ECLIPSE

ph: 06 323 4484
www.simmental.co.nz

The new sign for our Bull Test Station, courtesy of Ancare; our major sponsor.

On Thursday, the 2nd December, a very well attended 'member only' day was held at the Simmental Bull Test Station, on Ian and Annie Harvey's farm at Kimbolton.

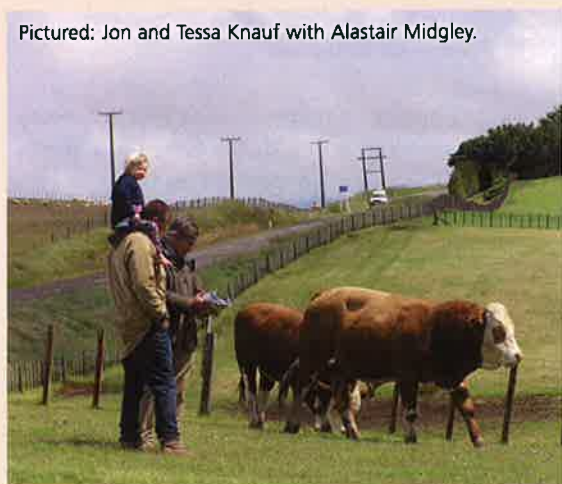
Alastair Miln ran proceedings, which started early with Wayne McLaren of McLaren Ultra Sound assessing the bulls under our Beef Class Structural Assessment System. Whilst the new Firth concrete pad made assessment easier, the muddy conditions in the yard meant that the feet were not as easy to assess as Wayne and his assistant, Peter McWilliam would have liked.

At 11 o'clock, members arrived from the Far North and from the Far South and Council came up from their council meeting

in Feilding. Wayne took a 'master class' on the Beef Class Structural Assessment of the bulls. Well-done Wayne and we thank you for your skillful instruction. The lunchtime discussion was fuelled by hot drinks and food from Kay Miln's kitchen and was well led by Alastair.

John Ritchie of Zee Tags and Matt Langtry of Tru-test explained the digital technology in weighing the bulls (this was demonstrated in the yards before lunch, after Beef Class assessment had been completed.) EditiD has kindly donated a Panel Reader for us to use when weighing the bulls. Zee Tags have donated digital tags, and Tru-test has lent us the indicator and an EditiD reader at weigh times. All have given generously of their time and expertise and whilst the technology is still expensive it is useful to see how it works. It may remain a more

Pictured: Jon and Tessa Knauf with Alastair Midgley.



Thanks to
Zeetags, Tru-Test
and Edit ID -- Our
digital providers.



Pictured: John Ritchie of Zeetags.



Pictured: Alastair Miln and Kevin Knauf.



Pictured: Wayne McLaren explains BeefClass Structural Assessment.



Pictured: Alastair Midgley & Jon Knauf, Kevin Knauf & Alastair Miln.

expensive option or it may become mandatory. This will depend on the Animal Health Board and MAF who may require digital I.D for all cattle as a part of Traceability requirements.

Ian Harvey, who grazes the bulls for us, spoke of the difficult year and the performance of the bulls. Trevor Cook, the test station vet, spoke on the parasite control and other animal health issues and Rob Salmon of Wrightson Agriseed discussed the pastures. Warren Burgess from Owaka and Colin Hutchings from Dannevirke had some searching questions.

Dr Patricia Johnson, lecturer in animal breeding at Massey

University, kindly gave a presentation on IGF1 relating to food conversion efficiency (FCE) studies. This is new science and may only relate to feed-lot situations. Massey is planning some work to see if it applies to grassland farming.

The day concluded with Alastair Midgley giving a summary of recent council decisions. The assembled members spent the rest of the afternoon admiring and inspecting the bulls that Alastair Miln, Craig and Grant had in small mobs behind electric tape.

A cold and windy day at the Kimbolton farm but worthwhile.

New Members – Pen Portraits

By Ross Cockburn, Member Liaison

1673 Daniel Clayton – Glenburn Simmentals



Daniel lives just out of Waipukurau and has been introduced to Simmental cattle by Glennis and Tony Thompson who live down the road. Glenanthy started Daniel off by giving him a heifer. Daniel has been an integral part of the Glenanthy Show Team, and travelled to the Royal Show in Invercargill recently.

1674 Arthur & Sonya Perkin – Dry Creek Simmentals

The Perkins have been sharemilking at Karamea for the last seven years. They are shifting to Lake Brunner near Greymouth, and are looking forward to spending time with their Simmentals. They have 35 cows based on Colin Hutchings herd.

1676 Colin Diamond – Cavalier Simmentals

Colin farms out of Dargaville and is a busy Barrister working in New Zealand and Australia. He has two farms, each with a

manager, and runs Hereford cross and stud Hereford cows, selling Hereford bulls. He previously used Santa Cross and Charolais bulls, but has changed to Simmental bulls. Colin made the comment that he is really 'rapt' with the temperament of the Simmentals. His herd is based on Lyn Sloane's and Ross Anderson's herds.

1677 Ian & Robyn Marshall – Bushy Park Simmentals

The Marshall's have a small herd, based on Ian's father's herd which went under the name Bushy Downs Simmentals. The Simmentals are a hobby for them, and they have a good relationship with Kerry and Linda Nankervis, who help them if they have any queries.

1678 Diane and Jim Stewart – Anavon Simmentals

The Stewart's farm is at Te Aroha in the Waikato and purchased cattle from Stewart Partnership (Pukepuke) and Mrs Mabel Stewart (Te Karetu). They started with twelve cows and one Hampton Downs bull.

BeefREVIEW05

Following last years successful launch of a combined breeds magazine the concept has been developed even further for the 2005 publication.

It is envisaged that next years issue will again be a full colour gloss magazine of 140-160 pages. Distribution support from Meat & Wool NZ has been obtained to distribute to 15,000 beef levy payers nation-wide as addressed posted mail. The publication will also carry the 2005 Beef Expo entries as an insert publication. Extra copies of this will be printed for use on each sale day.

A commission sales agent will be contracted to sell corporate

advertising and the Breed Executives and Breed Co-ordinators will obtain member advertising and be responsible for sourcing breed specific editorial.

Jackie Harrigan has again agreed to edit the publication and will co-ordinate all editorial content. Meat & Wool NZ will have an input into this area as well.

The distribution date will be 26-28th April 2005. Advertising rates and further details will be available early in the New Year.

Murray Meads
GENERAL MANAGER, NZPBB

Welcome Leanne MacDonald

TO NEW ZEALAND PERFORMANCE BEEF BREEDERS

Leanne's role will be one of support to the administration, Accounts & Registry Department at NZPBB. Her hours will be 8.30am to 5.00pm. Leanne lives on a small farm with her family on the outskirts of Feilding.



XMAS HOURS

The NZPBB offices will be closing for Xmas on 23rd December 2004 and re-open on 10th January 2005.

We wish everybody a Merry Xmas and a Happy New Year.

DNA Tenderness

At the recent Council Meeting Errol organised Allan Crawford from Genomnz, AgResearch Invermay and Chris Morris AgResearch Ruakura to address us on their research.

The topics included DNA markers for parentage tests and the Meat and Wool NZ funded work on the genes for tenderness (Calpain 1), and for Myostatin, and also longer-term studies of genes for facial eczema and Parasite resistance.

Allan Crawford's address took us through the process of parentage testing and its advantages and how their lab systems work. The greatest advantage to both Stud and Commercial breeders is that the problems created by single sire mating and calf swapping can be eliminated. More than one sire per mob can be used with confidence as the scientific process is 100% accurate. Other advantages are:

- a). Insurance against theft,
- b). Results can be sold with the animal and
- c). The cost of single gene tests is reduced.

The parentage markers obey Mendel's law of one from each parent. A process of elimination is used and they like to exclude an animal at least twice. 14 markers are used on mobs of up to 200 animals. There over a thousand markers that could be used. The cost is \$30 per animal.

For those who do not want the expense of a blood sample there are "Easi-trace" labels provided as part of the cost (which can take small samples of blood from a calf's ear) and envelopes for tail samples. Hairs from a tail switch provide a good DNA sample provided it is a full tail and you get plenty of follicles with the hair. A full pedigree, EBV's and reduced costs for any further genetic tests are all part of the deal.

Genetic material is all stored and can be tested many times over a very long period of time. The more you do with one sample the cheaper it gets.

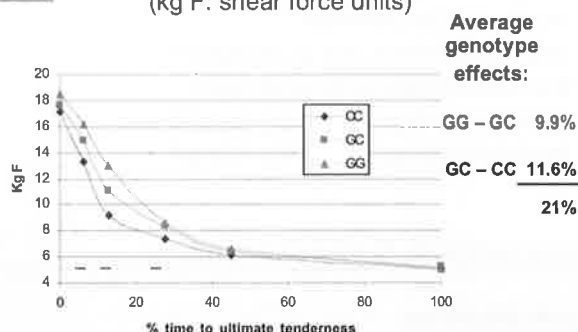
Chris Morris spoke on the progress so far on the Meat and Wool NZ-funded projects he is involved with. Council found it particularly frustrating that Meat and Wool NZ will not yet allow Chris to release any results to individual owners or Breed Societies.

There have been 275 Simmental samples submitted from 33 Breeders. At the moment all we can tell you is that 138 Simmental blood samples have been tested for the calpain 1

allele and the results are not particularly encouraging. The C allele at Exon-9 of the gene is the desirable one. No samples have come up with the CC tenderness genotype and only 11 [8% of 138 = 11] are heterozygotes carrying a single C allele.



Calpain-1 genotype effects on changes in tenderness with time in Angus (kg F: shear force units)



It was pointed out that the tenderness difference is not an issue for export meat sent on a ship, as the aging process that occurs during the time taken for transportation, results in all meat being almost equally tender when it arrives. The real opportunity is with stock processed for domestic consumption (table cuts at home and for the hotel-restaurant trade). This gene only accounts for about a third of genetic differences in tenderness in like-managed and like-processed animals; other genes will come to light in due course.

One of these is calpastatin, which is a second test underway at Genomnz at present. According to Australian Simmental data, most of their cattle carry two copies of the tender calpastatin allele, so that the story isn't all negative. However, it is known that the cumulative number of tender allele copies is important, combining calpain-1, calpastatin, and probably other genes not yet found.

U.S. Breed data reveals a lower frequency of the C allele in Red Angus in relation to Black Angus. One of the coat colour genes sits close to Calpain 1. There seems to be a positive relationship between the higher liveweight and carcass weight animals and the Calpain-1 C allele. The Simmental NZ Council would like to thank Allan and Chris for the time they took to come and deliver their thought provoking addresses.

Helen Ellis



TRANS TASMAN Simmental Committee



Trans Tasman Simmental Committee – Aims and objectives

Increase utilization of Simmental bulls – Increase market share.

Specific Objectives

- Identify Simmental strengths and weaknesses. Maternal and Terminal in one breed.
- Define our problem, real or perception?
- Develop a strategy to fix weaknesses.
- Develop a strategy to correct perceptions.
- Develop a strategy to promote strength.

Improve profitability for seed stock producers.

Specific Objectives

- Keep cost structure down.
- Get sale price up.
- Sell more bulls.
- Promote use of Breedplan.
- Promote BeefClass Structural Assessment.

Increase interchange of Genetics between Australia and New Zealand.

Specific Objectives

- Swap Publications
- Cross Advertising (Web)
- Facilitate Genetic Exchange

- Promote member tours
- Sire and Dam Summary, ensure NZ and Australia is the same
- Develop Web Links to Sire and Dam, Internet Solutions
- Work on improving import/export protocols

Improve Trans-Tasman relations.

Specific Objectives

- Joint tours of Canada, Mexico and South America
- Swap publications
- Joint Web development. Promote weblinks
- CEO Breed Manager communication Errol/Peter
- Email all TTSC members about progress; keep all in the loop
- Report to membership what we have achieved and are aiming for.
- Ask for breeder feedback.
- Exchange judges.
- Exchange of Youth

Increase enthusiasm for Simmental 'Re-ignite the Passion'

Specific Objectives

- Inspire confidence
- Discover a new Harry Miller
- Make it easier to buy each others cattle

BeefClass Structural Assessment Workshops - NZ to run one for SimAus members on the NZ Tour May 05.

The Farmer/Veterinarians Guide to

HANDLING THE DIFFICULT OLDER MALE.

- **Start by tossing** a bit of hay to your bull every other day, to quieten him down. (Through conversation, start to build a working relationship with the difficult older male. Acknowledge his achievements, be interested).
- **Avoid direct confrontation.** You will lose.
- **Even though you** hold the trump card, (electric prod, pole syringe and rompun), keep it out of sight. (Don't brandish authority unless as a last resort).
- **Never approach him** in his home paddock. (Discuss sensitive issues in neutral territory if possible).
- **Never get between** him and his cows. (Don't go behind his back).

- **Have a plan,** set the gates, and make sure the yards are up to it. (Have an outcome in mind that is workable)
- **In the yards,** don't be too pushy, he has to choose to cooperate. (Let him see why your solution is best) Then give him a gentle poke with a stick. (Let him realise that the status quo is not an option)
- **Once he's up** the race, push a post in behind him before he knows what's going on. (Don't back down, keep the pressure on).
- **When you have him where you want him, then, and only then, insert the thermometer firmly into the rectum.**



Beef Expo will be a two-day event along the same lines as 2004, with pregnant recipients and Embryos eligible for sale as well as yearling Bulls, 2yo Bulls, Yearling Heifers and 2yo females – a true Genetic event.

Beef Expo 2005 Critical dates

Beef Expo Entries Close	27th February 2005
Beef Expo – Test Station Open Day	16th May 2005
Beef Expo – Simmental Show and Sale	17th May 2005

***the* Steak of Origin Challenge 2004**

Steak of Origin Challenge 2005

Venue: Beef Expo, Palmerston North

Entries to processor plants: Mon 14th March – Friday 15th April

NO SIMMENTAL ENTRIES were received last year! Come on! We can do better than that. We really need to target the crossbred classes - with the Simmental Angus (Simangus) and the Simmental Hereford (Simford) - they work well in Australia and they have developed strategic alliances.

The Simmental Special In Heartland, Mainland Beef

We have struck a deal with Heartland Beef and Mainland Beef and ask that you commit to advertising predominantly in The Simmental Special of these publications, which will be very timely and effective. These are well respected farming publications and will reach all existing beef farmers as well as the growing dairy market. Council has yet to decide whether this will run once or twice a year. We have the centre section of A3 high gloss art paper, with a page of copy for every page of advertising by our members and our Commercial supporters. Your advertisement will be supported by high-class effective copy relevant to our target markets. A photo spread of the Expo lots is envisaged. The rate card and further details will be mailed to you in the New Year. A run-on can be produced at a very low cost so that members can have extra copies to send to clients to have at their sale.

It will be the best place to advertise this coming bull season. Don't miss out. Plan your advertising. Don't just react and be picked off by sundry publications. These two papers, Heartland and Mainland Beef do hit the target. We have a huge advantage over our competition in this deal; lets make the most of it.

Website Bull Sale Catalogues a Hit

A report on the number of Bull Sale catalogues hits on line has revealed a pleasing success of this form of advertising. The number of hits to member's sale catalogues ranged from 166 to over 900, depending when the catalogue went on line in relation to the sale date. The earlier the catalogue went on line – the more hits, catalogues with photos also received more hits.

There were nearly 4000 hits to the 2004 Beef Expo catalogue of Simmental Bulls. Already, the catalogue for this year's intake of bulls to the test station has received over 1600 hits. We don't know any more specifics on who these people are but, it is encouraging that there are such a lot of people looking at your cattle via your catalogues on our website.

I would think the minimal expense and the ability to have a photo on the web makes it a worth repeating, given the success of this last years effort.

www.simmental.co.nz

We have made a few changes.

I hope you have all saved this web address to favourites? If not, then click on favourites on the top line of buttons after you have logged onto www.simmental.co.nz. click on the "add to favourites" button. You can organise your favourite websites into folders such as sport, travel, cattle, farming, medical, food, etc.

You can also make your home page by going into 'Tools' then Internet options then general and typing in the website address Try it! It means you will always go to our website first, automatically.

In the Bull test station page, the weights can be ranked lowest to highest or vice versa, and this sort feature is also on the Breeders address pages where you can sort the breeders in each area or the whole list by stud name or by owner name.

Update your contact details – Robert Lyon has set up an online form, so fill in your new details and hit the send button. I am keen to contact those of you who use email, on a regular basis and I know that it is a matter of time before all will be up to speed and it will save us all a lot of time and money.

Food Safety Threats In Perspective



Dr Stuart MacDiarmid, NZ Food Safety veterinarian

Mad cow disease, or BSE, has been one of the highest profile food safety issues of recent years. But how much of a threat is it? Does the risk it poses justify the attention it has received?

Dr Stuart MacDiarmid, NZ Food Safety veterinarian and acknowledged world expert on BSE, believes the risks need to be kept in proportion.

"There is no denying that variant Creutzfeldt-Jakob disease, or vCJD, is a terrible illness," he says. "However, the mortality rate is small, compared with other food borne diseases.

"In the UK, the country where human exposure to the BSE agent in the food supply has been the highest, there have been around 150 deaths from vCJD – about 22 cases per year since it was first recorded. By contrast, there have been an average 194 human deaths per year from Salmonella over the same period in the UK, and in 1999 218 people choked to death on their food."

He also points out that whereas every person who gets vCJD dies, for every person who dies of Salmonella infection many hundreds are made ill, some of them seriously.

"We need to keep in mind that every additional dollar spent in protecting us from a perceived BSE/vCJD risk is a dollar unavailable to be spent on other killer diseases, many of which strike down many more people each year than BSE/vCJD ever will," he said.

So, is it safe to eat beef in countries that have recorded cases of BSE in cattle?

"I believe so," says Dr MacDiarmid. "Meat is safe, because it is muscle tissue. The BSE/vCJD infectivity is only in the central nervous tissue – spinal cord and the brain."

However, central nervous system tissues have never been a feature of the British diet, so for some time it was unclear how people in UK had become infected. The culprit was found to be mechanically recovered meat, explains Dr MacDiarmid.

"This is meat that is recovered from around the bones of the vertebral column by high pressure techniques. The resulting meat paste contains dorsal root ganglia – small nodes of central nervous tissue outside the vertebral column. The mechanically recovered meat was incorporated into sausages, pies, baby food and other processed products. It is now no longer permitted to enter the food chain in the UK," he said.

"Consumers demand that their food be completely safe," says Dr MacDiarmid, "without recognising that there is no such thing as 'zero risk'. We should be concerned about BSE in our diet, but there are plenty of other food risks that are much more common."

Dr MacDiarmid was one of five international experts invited to the United States to critically review the US Department of Agriculture's response to the first case of BSE in that country.

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Southland Royal Show

Simmental Judge-Simon Cox

All Breeds Judge - Mr Jack Woodburn from Scotland, who breeds Angus at Forbes in NSW.

The 'Southern-Windyridge' team of John Robins & Dave Dickie and families, enjoyed success with their team of 6 adults and 2 calves, winning all Simmental Classes. 'Southern Lucy' won Supreme Champion cow & was 4th in the Wrightson Production cow class (She won it last year as a 2yo).

Sheryl Donald (nee Dickie) won the Simmental Adult Herdsperson

Trophy. Rachel Dickie was 2nd in the Novice Handler section. The Leading and Handling was so large it was split into Novice, Junior & Senior, with 12-15 in each section. Daniel Clayton from Waipaukarau, won 1st, Junior Goodall Beef Herdsperson, 1st NZ Young Beef Breeders Herdsperson, & 1st Shorthorn Youth Judging.

It was atrocious weather, but the show was held under cover on Astroturf. The Southland A&P had invited the Show Queen and secretary from Dubbo as Guests, and will send a Southland Ambassador to Dubbo next year.

Interbreed Classes

Interbreed Champion Bull Yearling: A McCall (Hereford) 1st. Braxton Cattle (Angus) 2nd. D G Dickie & J A Robins (Simmental) 3rd.

Simmental Classes

D G Dickie & J A Robins won the following Classes: (All classes)

Supreme Champion
Alliance Senior Rosette
Alliance Junior Rosette
Junior Champion and Reserve Male
Senior Champion and Reserve Female
Junior Champion and Reserve Female
Bull (Yearling) 1st & 2nd
Performance Class – Yearling Bull 1st & 2nd
Cow with Natural Progeny at Foot (3 years and over) 1st & 2nd
Cow 2 Years and Over 1st & 2nd
Yearling Heifer 1st & 2nd
Two Yearling Heifers or Two Yearling Bulls 1st & 2nd
Yearling Bull and Heifer 1st & 2nd
Group Class – Bull and Two Females 1st
Progeny Class 1st & 2nd



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Combination potency to fight resistance	YES	NO	NO
Controls endectocide resistant Cooperia	YES	NO	NO



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