

SIMMENTAL

ANNUAL December 2008



INSIDE

19 | How to develop
a marketing plan
in 10 steps

27 | Simmental
World Congress
2010

37 | \$30,000 breed
record price
equalled

The Class of '09 is Shining Through Waterfront



simmentals & Red Angus

Where Quality Matters
Here's just a sample to tempt you



Lot 1 - Waterfront Conway C16
by Woonallee Gladiator (ET)



Lot 2 - Waterfront Conlan C24 (ET)
by Great Guns Moses 50D (ET)



Lot 3 - Waterfront Calvil C9
by Waikite Landlord AD264



Lot 4 - Waterfront Chumo C39 (Poll)
by Bar 5 P SA Expert 826M (P)



Lot 6 - Waterfront Camira C66 (T)
by Waterfront Xerus



Lot 31 - Waterfront XB C154 (Poll)
Sim x Red Angus - by Waterfront Zikomo

See these and their fellow sale lots at 'Naringa Park', Naracoorte

Field Day - Tuesday February 10th 2009

Annual Premier Genetics Simmental Sale

Friday February 13th 2009 4:30pm

Contact us to ensure you get a catalogue & our newsletter

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Check the website: www.waterfrontsimmentals.com.au

TL1664700

Corinda Downs

7th Annual Sale 16th Feb 2009

SA Beef Field Day 10th Feb 2009

30 Bulls

- 23 Simmental
- 3 Black Simmental
- 4 Simm-Angus
- Predominantly Polled

10 Heifers

- First ever offering of Corinda Downs Females
- Predominantly Polled

Corinda Downs Calypso (P) (BL)

- Junior & Grand Champion Bull Royal Adelaide Show
- He Sells February 2009



Corinda Downs Bosley (P)

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Royal Adelaide Show
- Reserve Senior Champion Bull
Royal Melbourne Show
- Semen Shares Available
- Breed Average birth EBV
- Top 5% 200d EBV
- Top 1% 400d EBV
- Top 10% 600d EBV

Mark & Julie Peucker

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Calendar of Events 2009

JANUARY

Jan Great Southern Blue Ribbon Bull Sale - Albany, WA

FEBRUARY

Feb 6 Caringa Simmental Bull Sale - Bindoon, WA
Feb 9 Bonnydale Simmental Sale - Bridgetown, WA
Feb 10 Willandra Simmental Sale - Williams, WA
Feb 13 Woonallee Elite Production Sale - Millicent, SA
Feb 13 Waterfront Premier Genetic Sale - Tintinara, SA
Feb 14 Morton Simmental Stud Dispersal Sale - Lucindale, SA
Feb 14 - 15 Crookwell Show - Simmental Feature, Crookwell, NSW
Feb 16 - 18 Queensland Juniors Camp and Heifer Show - Toogoolawah, QLD
Feb 16 Corinda Downs Simmental Sale - Mount Gambier, SA
Feb 16 Bandedeka Simmental Sale - Boyanup, WA
Feb 16 - 18 February All Breeds Sale - Gracemere Saleyards, QLD
Feb 20 Naracoorte European Bull Sale - Naracoorte, SA
Feb 26 WA Supreme Simmental Bull Sale - Brunswick, WA
Feb 27 Lancaster Black Simmental Production Sale - Meningie, SA
Feb 27 Canberra Royal Show - Simmental Judging, Canberra, ACT

MARCH

Mar TBA Victorian Simmental Autumn Bull Sale - Whittlesea, VIC
Mar 15 - 17 NSW Beef Spectacular - Dubbo, NSW
Mar 19 Boyanup Bull Sale - Boyanup, WA
Mar 20 Longreach Bull Sale - Longreach, QLD

APRIL

Apr 19 Sydney Royal Show - Simmental Judging, Sydney, NSW
Apr 20 Prime Beef Sale - Illabo, NSW
Apr 21 Pert Black Simmental Sale - Broadford, VIC

MAY

May 3 Southern Simmental Youth Day - Wodonga, VIC
May 5 Southern Simmental Sale - Wodonga, VIC
May 4 - 9 Beef Australia 2009 - Rockhampton, QLD

JUNE

Jun 2 - 4 Farmfest - Kingsthorpe, QLD

JULY

Jul 2 Barana Simmental Bull Sale - Coolah, NSW
Jul 9 - 11 Ag-Grow - Emerald, QLD

AUGUST

Aug 6 - 16 Brisbane Royal Show - Simmental Judging, Brisbane, QLD
Aug 19 Country Capital Simmental Sale - Tamworth, NSW
Aug 20 Womburra Black Simmental Sale - Nundle, NSW
Aug 24 Select Simmental Genetics Sale - Roma, QLD
Aug 31 BCM Simmental & Simbrah Sale - Gracemere, QLD

SEPTEMBER

Sept 4 Adelaide Royal Show - Simmental Judging, Adelaide, SA
Sept 11 Roma Simmental & Simbrah Bull Sale - Roma, QLD
Sept 26 Melbourne Royal Show - Simmental Judging, Melbourne, VIC
Sept 29 Gowrie Simmental & Simbrah Bull Sale - Charleville, QLD
Sept TBA Perth Royal Show - Simmental Judging, Perth, WA

OCTOBER

Oct 16 - 17 Geelong Agricultural Show - Geelong, VIC
Oct 23 - 24 Bendigo Agricultural Show - Bendigo, VIC

NOVEMBER

Nov 9 Victorian Simmental Spring Sale - Whittlesea, VIC

■ Refer to Simmental website for further event details

WILLANDRA



C.A.S. COWCHER & SON **21st Annual On-Property Sale** **Tuesday 10th February 2009**



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TL1684704



A stronger, wiser future

WELCOME to the Simmental Annual for 2008. Unfortunately I write this report to the same tune as previous years with tough seasonal conditions across much of Australia.

These conditions have tested us all but I thank you all for the continual resilience and faith that you have shown in the breed, these tough times will only make us bigger, stronger and wiser in the future.

I strongly believe the Simmental breed is one of the greatest cattle breeds in the world.

Simmentals are clearly the most versatile breed offering the rare advantage of maternal traits combined with growth, outstanding carcass attributes, and a wide range of colours. We must start to believe in our breed and then promote it – the advantages of the Simmental are often hidden, so it is time for us to spread the word and grow our wonderful breed.

The advantage of the Simmental has again been evident in the commercial sector with premiums paid for many lines of cattle both at the supermarket trade and the heavier export end of the market.

The processors are now talking about the extra yield, muscle and more consistent fat coverage that these cattle offer.

The replacement female market has been more subdued due to the seasonal conditions, but the extra milk and fertility offered by the Simmental has seen it maintain its demand in this market.

The commercial producer has been impacted by the same tough times we have in the stud industry and the push for a heavier calf at an earlier age will surely benefit the Simmental breed.

Congratulations to all studs on their tremendous sales, whether it is with

By TOM BAKER
President
Simmental Australia



their on-property, multi-vendor or private sales.

These sales have in many cases grown and the increased demand for bulls and females makes the future bright for the year ahead.

The Royal shows have again been well supported with a good display of cattle presented in each State.

A wide and diverse group of judges have all commented on the moderation of our breed and the finishing ability we now display.

The steer shows associated with these Royal shows have also been well supported with strong results recorded at several of these shows.

I would like to express my thanks to the federal council which has continued to work extremely hard for the benefit of the Simmental breed.

The council's continued foresight has helped maintain a strong financial position, and this will help drive us into the future.

Federal council has implemented many new and exciting changes in 2008.

The National Marketing and Media campaign will benefit each State through Rural Press at targeted times during the year.

This campaign will be funded by the federal body, but with support from each State branch, I hope we can make a real impact through this campaign.

The "Gold Seal" quality assurance program has also been launched with overwhelming support; this program will help in the marketing of our cattle and will ensure pedigree information is of the highest standard.

The 2010 Australian World Congress is fast approaching and the plans for this event are now in full swing.

The website has been developed and the response from all over the world has been incredible.

It is up to every one of us to support this event as it is not every day we get to display our cattle to the world.

There have been changes in the past 12 months with new staff and a new office at the Agricultural Business Research Institute, Armidale, New South Wales.

Damian Coffey has settled in well to his new role as executive officer and his enthusiasm and knowledge of the industry has been a great advantage.

Claudia Scott has done an outstanding job as the association's registrar and combined with Wendy Croft they have maintained a high standard in the office.

I thank them all for their valuable contribution to the breed.

Thank you also to Bill Almond for his dedication and tireless work as president during the past three years.

I also congratulate Bill on being awarded the Golden Book Award for his outstanding service to the Simmental breed.

On behalf of the Simmental Federal Council and staff, I would like to wish you all a very enjoyable Christmas and a safe and successful new year.

Wendouree Simmentals

Since 1988



Alan & Marj Anderson

Dawsons Creek Road, Crookwell NSW 2583 Ph: (02) 4655 3098 or Mobile: 0418 253 249

Profit through progress

MY FIRST year as the executive officer of the Australian Simmental Breeders Association (ASBA) has presented many challenges.

Fortunately, I have been able to draw on the resilience and optimism that members have illustrated throughout yet another trying year.

I would like to express my gratitude to the federal council and all members who have supported me during this time.

I would also like to thank them for their patience during this transition period.

A special mention must go to both the departing and incumbent Simmental presidents, Bill Almond and Tom Baker, as their dedication and passion for the breed has been admirable.

I have been presented with many indications the ASBA is strong and poised for bigger things to come.

The continual pressures of climatic change and drought throughout the country have resulted in an increased strain on maintaining breeding herds.

For producers fortunate enough to have Simmental and Simmental-infused cattle, the road back to turning a profit is potentially shorter than most.

The breed's great ability to adapt and react to changing conditions means when the season breaks, the Simmental animals will be the first to respond.

The demand for high performing Simmental stud cattle is likely to continue as the commercial industry looks for animals which make the grade in a shorter period of time.

Since their introduction, Simmentals have been respected as leaders in weight for age, presenting better muscling while maintaining important maternal traits.

The best indication of demand is the prices they command.

During 2008 recorded sales, Simmental bulls averaged \$4103 with Simbrah bulls fetching \$4357 on average, an increase of \$331 and \$566 respectively.

By DAMIAN COFFEY
Executive officer
Simmental Australia

The equal top price for an Australian Simmental bull was also achieved, with Woonallee Buddy matching P.R.P. Douglas' 1982 record of \$30,000.

Sale clearances of Simmental bulls have also performed well at 82 per cent.

It is the breeders who have used the tools and services to establish and monitor breed objectives who will benefit through increased margins.

It is time to assess the market, examine the herd, and establish achievable objectives.

Active purebred and grade 3 female inventory grew by a further two per cent in 2007 to 6086 cows, after increasing six per cent and four per cent respectively in the past two years.

Primary registrations dropped nine per cent on the previous year's high levels to 4002, while secondary registrations remain a highlight with a further six per cent gain on the 62pc increase achieved in 2006 to 783.

The increase in the alternative registries is an indication of existing stud breeders diversifying their programs to cater to a broader market.

There is also interest in variations of the breed coming from new members.

Black and Red Simmentals have proved to be well sought after in the temperate environments, and a desired cross in the Angus-dominated commercial sector.

Black Simmentals, which are mostly solid in colour, polled and possess ease of calving also carry through the dominant growth, improved milking abilities, carcass yield and marbling that Simmentals are highly regarded for.

As more SimAngus and SimBeef-type animals gain popularity in the commercial sector, breeders will be

looking at these subregistries to continue to capitalise on the level of direct and maternal heterosis, or hybrid vigour.

In the northern tropical areas, Simbrahs remain popular as the Brahman herds emerge as the main allies among northern Simmental breeders.

Simbrah animals are being increasingly recognised as a preferred composite.

They can reach weaning weight at a much earlier stage than their purebred Brahman counterparts which assists in carrying capacities and turnover.

Simbrah females also have the advantage of higher levels of fertility due

to heterosis, increasing their ability to get in calf sooner.

It is easy to get excited about the prospects and the vast array of markets in which the Simmental breed can be applied and for good reason.

Members of the ASBA can look towards a range of developments in the New Year:

- A greater focus on the quality of information that breeders are supplying their clients, which will build on the credibility of an already strong registration system;
- Members will be presented with increased opportunities to market their studs among Simmental feature spreads revolving around key markets;
- Junior involvement will become a focus of the ASBA as we look to our youth to lead the way towards the 2010 World Simmental Congress and beyond;
- The ASBA will examine the domestic and exporting markets to determine the key areas for opportunities and the best way to cater for them.

As we move into a new year, I look forward to sharing the good news on a great season and reports of good sales.

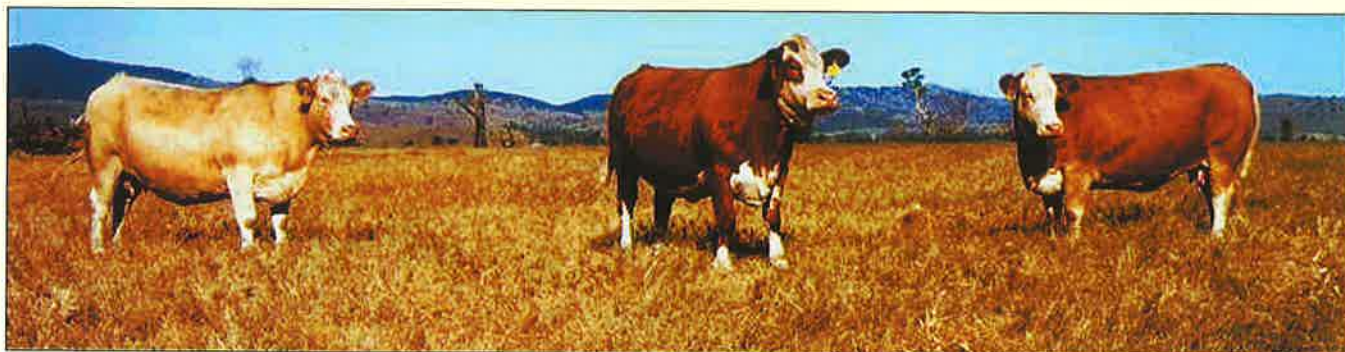
On behalf of the ASBA, I wish you all a very enjoyable festive season and a year which brings good health and happiness.



WORMBETE SIMMENTALS est 1972

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Strength in diversity

THE Wringe family has done just about everything on the historic property they have farmed at Kirup, Western Australia, since 1862, but their passion has always rested with beef production.

The property, "Castledene", has had many an enterprise come and go – including prime lambs, wool and pigs – and the family has continued to adapt to the changing times to maintain a successful business.

These days the Wringes live on two properties totalling 1050 hectares and their business is as diverse as ever.

Michael Wringe operates a stock transport business and runs the cattle grazing operation with his brother, John.

Meanwhile, Michael's son, Chris, works as a mechanic and John's son, James, heads up the horticulture business, growing tomatoes on a nearby property owned by the family.

While the Wringes all manage separate entities, they co-operate and often all members of the family help with one or more aspects of the operations.

But cattle breeding is the sentimental cornerstone of the business, despite not being the main moneyspinner.

"We would like to be solely graziers but due to the economics of it we have had to diversify," Chris said.

"We have loved working with beef and we have stuck to it because we are still optimistic about the future."

The family runs 550 breeders using Simmental bulls over mainly Angus/Holstein cows to produce vealers for the local market.

Calves this year were born about March and were sold between October and December at an average carcase weight of 225 kilograms.

Most vealers were sold to local abattoirs, some went to feedlots and a few were retained for herd replacement, while cull cows were sold to Harvey Industries.

Most of the breeders were bought from the Elders Boyanup annual heifer sale.

The family had kept some Simmental/Angus/Holstein heifers as a trial and mated them back to beef bulls to produce high-yielding, faster-growing calves.

John said the second-cross calves would cut input costs and add another dimension to the grazing operation, if they were successful.

"The calves are on the ground but we don't have a clear picture yet as to what they will return," he said.

"They are up against some strong competition in that we can grow such a good milk-fed vealer, so we will see how it pans out."

John said it wasn't the ideal year for producing the second-cross beef animals because the feedlot industry was unstable due to high grain prices.

"If we had turned off the beef calves last year they would have been in front of the vealers, but because feedlots are struggling this year the vealers have a more reliable market this year," he said.



... but beef the mainstay at Kirup

KIRUP-based mixed farmer, John Wringe, said his family would always produce beef because the terrain and the size of their property was ideally suited to cattle grazing, but prices needed to rise to keep it profitable.

He and his family run a vealer operation using Simmental sires, a stock transport company, and a tomato business.

"At the moment we are getting between \$3 and \$3.10 a kilogram from the abattoirs but we need a minimum of \$3.80/kg to get back into profitable territory," he said.

"Whether you are a Simmental, Angus, or any other breeder, you are all in the same boat, but history has shown there are good times and bad

times and we love what we do, so we will stick with it."

But the current market had eaten into the profitability of the beef business.

"We have had an excellent growing season – the best in years – and there is plenty of grass and hay around so the cattle's weights are up on last year, but this hasn't helped our bottom line because of the struggling market," he said.

"It's the diversity of our operation, not the beef business, that has allowed us to remain on the land, but we have been through times like this before and we always live in hope that it will improve."

Pictured above are Michael, Chris, John, and James Wringe.

Simmental bulls have been used at "Castledene" for about 20 years and were always mated to either Angus/Holstein or Hereford/Holstein cows.

Chris said the Simmental infusion in the herd was ideal for their target market.

"We have found that the Simmental is well suited to the type of cattle we are trying to produce," he said.

"They have an excellent temperament, they produce fast-growing, early-maturing offspring and they have good muscling and carcase growth."

James said the right bull selection was

important, and incorporated a balance of good estimated breeding values (EBVs) and structural traits.

"We look at low birthweight, high growth rate EBVs, but it's also essential for the bulls to have good feet, a quiet temperament, softness, good muscling and an ideal body shape," he said.

"Good milking ability is also important for us because we are producing milk-fed vealers."

The Wringes believed they were producing the best beef they could and were experiencing a bumper season.



BAVARIAN FLECKVIEH GENETICS



**Karova TRI Con Egret I, Polled
(South African Fullblood)**



BFG Hauk ERZ(P)



KYKSO Gretika

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Price \$30 per dose + GST and handling, min 10 straws



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Branda



Sabina

Brandberg is a deep bodied bull with exceptional width and is from Bayer Bloodline, famous for its outstanding beef traits and for crossing over Bos Indicus breeds. Brandberg weighed 1400kg at 3 years of age and according to Hans Holzer, bull buyer for BFG, had the broadest back of any bull he had seen. He is a scurred bull that is producing outstanding polled daughters as can be seen by his daughters Sabina and Branda.

**Semen priced at \$40 per dose + GST and handling
Minimum of 10 straws**



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BFG Excalibur (23 Months)

BFG Excalibur, represents the pinnacle of German polled breeding... BFG Excalibur had the highest ever performance recorded figures in the German Government Breeding Station - Neuhoof:

His statistics are:
Date of Birth 4/3/06
Birth Weight 45kg
Weaning Weight at 224 days, 481kg (Daily gain 1.903kg)
Weight at 415 days, 800kg.
His dams weight at weaning 772kg

Price \$40 per straw + GST and handling, min 10 straws



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Agriculture a way of life

JOHN McKeown was born at Earlwood, a suburb of Sydney, in 1927, and finished his secondary education at Shore Grammar school in 1944.

He was an accountant by profession and worked for various firms before joining the family trucking business in 1948.

The company, William McKeown Pty Ltd, was established by his grandfather in 1863 initially using horse teams moving goods from the Sydney dockyards.

John married Kay Lowe in 1956 and the couple were blessed with three children.

Kay's brother, Kerry Lowe, would later become the principal of the famous Manaleuka Simmental stud and is a past president of the Australian Simmental Breeders Association.

Briddon Park Simmentals based at Moss Vale, New South Wales, was established by John and Kay in the early 1970s with the purchase of first-cross Simmental/Hereford females from sales in northern NSW.

In 1975 the purebred bull, Southern Democrat, by Scottish Herod, was imported from New Zealand.

Democrat was shown at Sydney Royal Show in 1976, one of only two Simmental bulls at the inaugural showing of Simmentals in Sydney.

Obituary

John Harvey McKeown 1927 - 2008

Shortly after, three recipients were imported again from New Zealand, all carrying calves by the mighty bull, Baron.

This resulted in the first purebreds born at Briddon Park.

In the late 1980s John contacted all known Simmental breeders on the Southern Highlands and the adjoining Illawarra region to gauge their interest in forming a united breeders group.

The result was the formation of the Illawarra and Southern Highlands Simmental Group.

The first meeting was held at Briddon Park in 1989 which resulted in John being elected chairman.

At the following annual general meeting, John (pictured), stood down and did not nominate himself for any position on the committee.

In its heyday the group boasted nineteen members who worked tirelessly promoting Simmentals in the region.

Under John's guidance the group held its inaugural Southern Highlands Simmental sale at Moss Vale in November 1992.



For various reasons John resigned from the association in 1996, but retained a keen interest in his beloved Simmentals.

He died peacefully on Good Friday of this year working on the farm right up to the day before.

Ironically, the funeral was held the same day as judging at Sydney Royal Show.

John's last written words were in response to a homework assignment given to one of his grandchildren.

The question asked was "what has improved your quality of life?"

"Agriculture" was one of the options which John chose and he responded by saying "I was fortunate to have had the opportunity to breed and show stud cattle for a period of years. Working with animals can be very rewarding."

TEN-ROSE CARNIVAL Stud Heifer 10 months 480kg Wwt



Day 2 breaking in. Unclipped. Weaning weight 480Kg (mamma milk and grass).

Calves like this don't come along very often and when they do, they remind us of the power, the muscle and the softness that is the breed. **Sired** by Freds exquisite BHR Three Sixes out of our most powerful, easing doing **Ten-Rose Poll Gadabout.**

GeneSTAR

Marbling 1

Tenderness 6

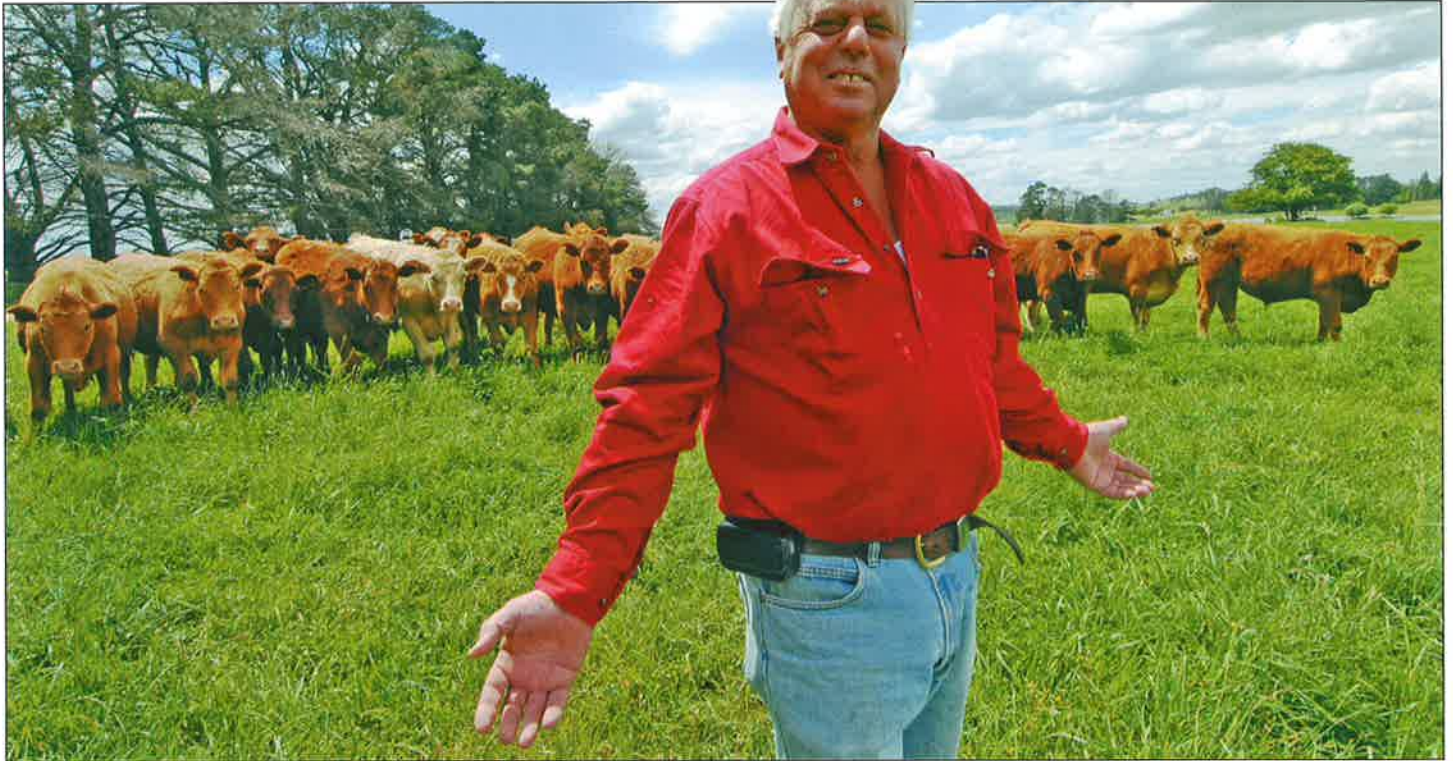
Feed Efficiency 6

TEN-ROSE (Genetic edge for high GeneSTAR cattle) ships local and international. High GeneSTAR Ai straws currently available. (Thank you, Ashley Adams).

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Bruce Gordon, "Oatleigh", Millthorpe, hangs out with some of his Simmental infused cattle.

Worth their weight ...

SIMMENTAL-infused cattle are the way to go for quicker weight gains and returns, according to Oatleigh Pastoral Company's principal, Bruce Gordon, "Oatleigh", Millthorpe, New South Wales

Oatleigh is a family-owned company run by Mr Gordon and his wife, Sally, based on the 1500-hectare property, "Oatleigh", home to the family for the past 30 years.

Initially the Gordons bred Simmental seedstock for other commercial producers, but about 10 years ago decided to stop producing bulls and focus on their own commercial operation.

The enterprise calves down about 500 breeding cows and trades between 300 and 500 cattle each year.

The foundation commercial herd were purebred Simmentals, but today the Gordons run a composite herd of 25 per cent European-blood cattle, which is principally Simmental, and 75pc British breeds, including Devon, Hereford, and Angus.

Heterosis, or hybrid vigour, is the driving factor for the crossbreeding program.

Mr Gordon finds the cattle are highly fertile, adaptable and have rapid weight gains, as well as good carcasses.

Bulls of different breeds are sourced from a number of studs, with the selection of sires based largely on visual appraisal.

Mr Gordon likes to assess the bull's structure and temperament and to compare it with its contemporaries on its performance.

Before joining in November, bulls undergo a physical test to assess their capability to serve cows.

One bull is then joined to between 60 and 70 cows, and halfway through the joining Mr Gordon rotates the bulls.

Heifers are joined at 15 months to low birthweight British breed bulls, the aim being to decrease the chances of calving difficulties.

Calving begins in August, to maximise productivity.

By calving later, Mr Gordon finds he can run more stock through the winter months, and then have calves on the ground when the feed begins to grow in the second half of August.

The cows calve on good feed which assists in their milk production and also gives the calves a head start.

"At 'Oatleigh' our focus is on producing

more kilograms per hectare, rather than just focusing on a per head basis," Mr Gordon said.

"The Simmental infusion gives us higher fertility, producing more calves, but we also get the quick weight gains."

Calves are normally weaned at six to seven months, but in drought years at three to four months.

They are yard weaned for a week with supplementary hay and some grain.

This year has been a better spring than last year so the calves have been left on the cows longer.

Steers are predominantly sold to Rockdale feedlot at Yanco in southern NSW, where they are readily accepted, he said.

The Rockdale specifications have been increased in the past 12 months to take heavier cattle, which the Gordons have found suits them.

"Oatleigh" generally consigns about 200 to 250 of its own steers to Rockdale, along with 200 to 400 head of its trade stock.

The average weight of the Simmental-cross steers is approximately 460 kilograms at about 15 months.

Heifers are kept until they reach 12 months old, at which stage the bottom end of the mob are culled on performance and temperament.

The culls go through the saleyards, while the balance are joined and culled if they do not go in calf after a six-week joining period.

Mr Gordon finds there are few of his Simmental-cross females which do not go in calf.

"They also do a great job on the calves, and regain their condition reasonably quickly after weaning," he said.



"Oatleigh" Simmental-cross steers.



Simmental enthusiast, Malcolm Auld, with some of his first cross Simmental cows at his Albany, Western Australia, property.

Enthusiasm breeds quality

FOR breed enthusiast, Malcolm Auld, Simmental cattle have always been an ideal unit from which to produce calves of high quality and marketability. Running a small cattle enterprise on his 65-hectare Albany, Western Australia, property, Mr Auld has been passionate about breeding cattle for as long as he can remember.

"I was immediately drawn to Simmental cattle when I first saw them in the 1980s," he said.

"I thought the calves were very thick and sappy, and overall aesthetically pleasing to the eye."

Mr Auld runs a small herd of 30 first-cross Simmental females and he believes this particular cross is an ideal commercial female.

Out of Hereford-Friesian cows and sired by Simmental bulls, the females have provided him with a solid base from which to breed terminal calves.

"I don't keep any of the progeny as replacement females," he said.

"Over the past few years I have put Limousin bulls over the Simmental females and the calves have been outstanding.

"I purchase three replacement heifers annually and put a Sussex bull over them.

"Next year I will also use a Red Angus bull over the Simmental females which will maximise the hybrid vigour."

Originally from New South Wales, Mr Auld continued his initial affiliation with the Simmental breed by managing the BST Tullatoola Simmental stud, Molong, NSW, for two years.

This provided him with invaluable experience in breeding cattle and extended his knowledge of the attributes of the Simmental breed.

In terms of what he looks for in his breeding program, Malcolm believes Simmentals maintain outstanding maternal qualities and milking abilities.

"I have found their temperament to be excellent, and they are very easy cattle to handle," he said.

"I aim to breed cattle that are moderate in frame and easy doing in terms of getting them up to market weight."

Mr Auld sells his calves through Woolworths and a percentage also goes to Manypeaks feedlotter, Brain Lester.

"Having that Simmental/dairy beef-cross female mated to a terminal breed sire has resulted in a calf that is early maturing, and meeting the butchers' specifications as soon as possible," Mr Auld said.

As well as his cattle pursuits, Mr Auld is employed by Pig Improvement Company (PIC), servicing clients in Western Australia and monitoring the breeding programs of others Australia-wide.

For 12 years he managed a 500-sow outdoor piggery at Napier, north of Albany, WA.

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TL1679661

Packing on the growth

SIMMENTAL-cross calves have been selling like hotcakes at the Pakenham, Victoria, weaner sales this year, with many thanks to the extra growth and muscling the Simmental breed has provided.

The particular calves were bred on Malcolm Bishop's property, "Lojosa Springs", Glenburn, Vic, under the management of Mel Ryan for sale at Pakenham or to feedlots, traditionally the business' main sale avenue.

Property manager of 10 years, Mr Ryan, said the operation consisted of more than 600 breeding cows, Angus and Simmental/Angus, with two thirds of the herd containing a Simmental infusion.

A stud Simmental breeder himself, Mr Ryan said he was previously semi-retired, but when the opportunity arose to run a commercial Simmental-cross operation, he couldn't resist.

"I had hung my boots up at the time Malcolm came along and asked if I'd oversee his property," he said.

Since then, he has got serious about the commercial side of beef and said he has thoroughly enjoyed it.

Mr Ryan supplied the initial Simmental bulls from his own stud, Glenview Park, with the aim of breeding half-bred Simmental/Angus bulls to cross back to Angus cows.

Now 10 years into the program, he's had plenty of time to see which is best – the half-bred Simmental/Angus calves or the quarter-bred Simmental calves.

"I'm still not absolutely certain as to which is the better cross – the half-bred or the quarter-bred," he said.

"I would say the half-bred is the way to go, depending on the conditions – the environment has a lot to do with it."

According to Mr Ryan, the Simmental-infused cows were the standout animals in the herd as they had extra size and extra milk.

"At the end of the day you get that bit more for them at the end of their life," he said.

And they produce a calf that is just a bit bigger and heavier, and a bit more robust, he said.

Mr Ryan said he ran the place "pretty hard" and weaned the calves at seven months, usually weighing about 200 kilograms.

They were then trucked to the company's property, "Werai", at Deniliquin, a 12,141-hectare farm which included irrigation.

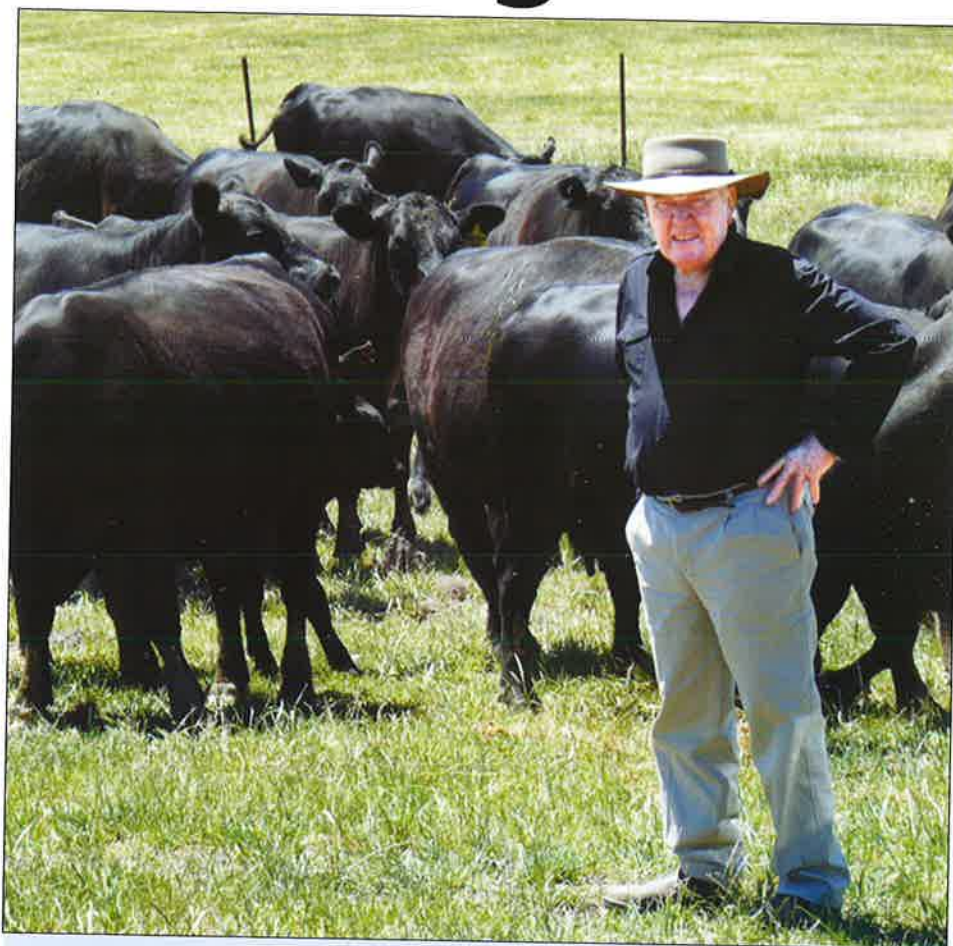
The irrigation is used to grow crops – last year they grew forage sorghum for silage.

Mr Ryan said it reached about three metres high before it was cut.

"We put the calves in on the re-growth and they just exploded," he said.

Once they're at Deniliquin they're handled by the "Werai" manager and are usually sold to the Charlton feedlot at Charlton at about 360kg entry weight.

The feedlot has been the main target for the enterprise's sale cattle, but the weaner sales have proven to be a viable



Blacks the breed to be watching

SIMMENTALS are the breed to be getting into in the next several years, says Victorian breeder, Mel Ryan, who has been impressed by improvements the breed has made in the past decade.

He said seven to eight years ago the breed did cop a hiding for having "too much leg" and being too late maturing, but had since responded with an earlier maturing, more practical type of animal.

"I just went to a sale at Whittlesea (Victoria) where the females were absolutely fantastic – they were great cattle," he said.

"If we bred those cattle 20 years ago we'd be right at the forefront now."

"Our breeders have got it right I'd say – I'm happy with the way they're going."

Mr Ryan also feels Black Simmentals

will be very strong and said they certainly fitted with the "black scene".

"There's a lot of cattle sold today which people don't realise are crossed with Simmental," he said.

However, in order to have good Black Simmentals, he said there needed to be good quality traditional Simmentals and there were plenty of people out there who were happy with the breed.

He said the 600 head of Simmental/Angus calves he offered at Pakenham this year for his boss, Malcolm Bishop, sold like hotcakes.

Mr Ryan said they went mainly to backgrounders who liked the calves for their high weight gain, which meant they could turn them over quickly – just one of the many advantages the Simmental breed brought to the cross, he said.

the entire steer draft averaged more than \$550.

He said this was a "hell of a price", particularly given the season.

The half-bred bulls are bred at Mr Ryan's stud, with a selection of the best Angus cows joined to Simmental bulls.

He said the most important traits for the success of the cross were growth for age and early maturity, which the Simmental breed did well.

alternative when the season turns dry.

The calves are offered through Pakenham, Vic, weaner sales in August, usually at seven to nine months, and this has been the direction taken in the past two years due to the harder seasons.

Mr Ryan said the calves were well advertised and this year had attracted a large number of repeat buyers.

The 2008 draft included 600 head, from which the heifers topped at \$670 and



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Nannup toughing it out

LIKE most lotfeeders in Western Australia, Barry and Shirley Worthington have been doing it tough this year as they contend with a difficult market and high grain prices.

But it's not all bad news for the Nannup lotfeeders and graziers who have been using Simmental cattle to boost their bottom line and increase the marketability of their product.

The Worthingtons, with the help of Barry's brother, Laurie, feed about 400 cattle across six months on their 140-hectare property, "Lewin Park".

They also run 99 Angus, Holstein and Shorthorn-cross cows, all of which are mated to Simmental bulls.

On the verge of retirement, the Worthingtons have been at "Lewin Park" for 30 years and started using Simmental bulls about 18 years ago when a friend recommended the breed.

Mr Worthington said he bought a Simmental bull and noticed a big improvement as soon as the calves were on the ground.

"Straight away I could see there was no trouble with calving, and we really liked the way the calves grew out," he said.

"I have been using Simmental bulls ever since and I have a strong preference towards Simmental genetics for the cattle I buy in."

The feedlot was established 15 years ago and consisted of mainly Simmental-cross cattle, which entered the feedlot weighing between 330 and 380 kilograms.

They bought cattle from local farmers who had baby beef to sell and purchased a few cattle from the saleyards, but tried to keep the additions to a minimum.

The cattle remained on feed, which consisted of a pre-mixed feedlot ration, for 60 to 70 days, and gained weight at an average of two kilograms a day before most of them were turned off to Woolworths.

Barry said the advantage of using Simmental cattle was that they put on weight quickly without getting too fat.

"They have a very fast growth rate but they never get too fat or too light - their back fat never gets to more than nine millimetres and that's for both males and females," he said.

The Worthingtons finished 450 cattle



Black genetics, great potential

SIMMENTAL lotfeeder, Barry Worthington, Nannup, Western Australia, can see a big future for Black Simmentals, which possess a minimum $\frac{15}{16}$ Simmental content, and are also polled.

"People that are running Angus now will benefit hugely from using Black Simmentals because they bring the fat factor down but get to the required weight very quickly, and increase eye muscle area," he said.

"When a normal Simmental bull is joined with an Angus cow some calves will throw back to the mother and some the father, but with Black Simmentals the offspring are pure black.

"If you are selling in the yard a line

that presents evenly as all one colour those cattle will attract a better price."

He said Simmentals had an unjustified reputation for producing high birthweight calves, but that could be avoided with careful management and selecting the right bull.

"We calve down between January and April and the calves are a small to moderate size, so calving in the winter wouldn't be a good idea," he said.

"When we select bulls we go for low birthweight EBVs (estimated breeding values) of between 1.8 and 2.2 and that works well for us."

Mr Worthington is pictured above (centre) with his wife, Shirley, and his brother, Laurie.

from their feedlot last year and none of their cattle were docked by processors, when many other crossbred cattle from the lot were penalised for being too fat.

"When there is not much profit in it you can't afford to lose anything, so having a breed that fits the processors' requirements perfectly is very important," Mr Worthington said.

Mrs Worthington said grain prices had

hit the business hard and had made profit margins tighter than ever.

"We are paying \$428 a tonne, including delivery, for our feedlot mix, compared with about \$415/t last year," she said.

This year, the Worthingtons were only putting their own cattle on feed to save on input costs to remain profitable.

They were receiving about \$3.80/kg from Woolworths.

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Resilient 'Monivae' bulls

Crossbreeding with Brahmans adds hardiness

BRYAN Wormwell has spent more than 20 years seeking the best quality Simmental bulls to use over high grade Brahman cows to produce Simbrah bulls that have attracted the attention of cattlemen right across Queensland and New South Wales.

Based on the 3600-hectare "Monivae", 100 kilometres south-west of Tara, Qld, Mr Wormwell works in partnership with his wife, Arlie, and their children, Rebel and Guy, and Guy's partner, Sonia.

The family also leases the 1200ha "Navarra", located north of Roma, Qld, from Mr Wormwell's parents, Zoe and the late Ken Wormwell, and also owns two more blocks totalling 320ha in the Theodore, Qld, district.

The Wormwells are passionate about breeding a quality Simbrah product and sell their bulls straight out of the paddock to a loyal client base.

The family runs about 500 high grade Brahman cows and uses Simmental bulls to produce their PW9 Simbrah stud bulls.

Named after their family brand, which is among the oldest in Queensland, the PW9 bulls are paddock reared and sold to clients as far south as Wee Waa, NSW, and as far west as Windorah, Qld.

Mr Wormwell said Simbrahs were an ideal commercial cross because they boasted the hardiness of the Brahman breed and the milk and weight gain of the Simmentals.

He said he concentrated on traits such as temperament, milk and fertility in his herd and said the Simmentals could deliver in all those areas.

"The Simmentals are one of the oldest breeds of cattle in the world and I just find they are good workers," he said.

"They have good milking ability and excellent udders."

"Match that to the toughness of the Brahmans and you have an excellent cross."

"The Simbrahs are also good in tick areas because they have less hair on



Bryan Wormwell is passionate about breeding a quality product at "Monivae", near Tara, Queensland.

them, so that is handy for our Theodore properties."

The Wormwells have sourced their Brahman genetics from all over Queensland, founding the herd with bulls and females from studs such as Broadlea, Tartus and Garlen.

Most of their Simmental bulls are sourced from the Laycock family's Clay Gully stud, Esk, Qld, and Mr Wormwell said he aimed to buy the best quality bulls.

"We have paid \$10,000 and \$15,000 for two bulls in the past two years so we are looking for the best quality," he said.

"We single sire mate our top cows to the best bulls and any crossbred heifers that we get we put a purebred Brahman bull back over them to keep the high Brahman content in the herd."

The bulls are joined to the cows on December 1 and removed before the end of March, while the heifers are joined a month earlier.

The Wormwells pregnancy test the herd and have a weaning rate of about 85 per cent.

"We've had some tough seasons recently but we are still happy with those rates," Mr Wormwell said.

"We don't have any problems calving at all."

The Wormwells' Roma and Theodore

properties are European Union (EU) accredited and the family aims to sell its Simbrah steers at 20 to 24 months, when they are about 320 kilograms (carcase weight).

The EU steers were generally sold direct to Australian Meat Holdings (now Swift).

The home property, "Monivae", includes 400ha of cultivation, mainly used for cereal crops and was this year planted to wheat.

Steers from "Monivae" are generally finished for the Jap Ox market while cull heifers were sold to a variety of markets, including the Dalby Saleyards, where the Wormwells have topped the market several times in recent years.

Just last month, they sold a line of Simbrah weaner heifers for the top price of 180 cents a kilogram to return more than \$500 a head.

The seasonal outlook is looking somewhat brighter at "Monivae" after the property received 42 millimetres of rain in late July.

Mr Wormwell said the property had some areas of improved pastures such as bambatsi and buffel and there was good feed currently available.

"We have had a bit of rain here this year and the feed is not too bad at the moment," he said.

Junior members debut as market topper

YOUNG Simmental enthusiasts, Ruby and Jacob Canning, Mavstar Simmentals, Woorndoo, Victoria, topped the market and sold three Simmental/Salers steers at the Camperdown, Vic, sale in August.

The siblings were both pleased with the results: they sold a 350-kilogram steer at 204 cents a kilogram; a 340kg steer also at 204c/kg, and a 335kg steer at 190c/kg.

The steers were nine months old, sold straight off their dams, and all sired by

one of their grandparents' Maverick bulls.

Special thanks to mum, Rita, and dad, Ross, along with grandparents, Peter and Agnes Schembri, for developing Ruby and Jacob's keen interest in the Simmental breed.

Ruby and Jacob are looking forward to breeding many more Simmentals.

RIGHT: Jacob Canning, 4, and sister, Ruby, 9, Woorndoo, Victoria.



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Tips for effective marketing

MARKETING... one word that is enough to send shivers down the spine of some and leave others running for the Panadol.

But it's really not that hard! While you are busily reflecting on the year we're about to leave behind, it's important to be giving careful consideration to your marketing program for the new year.

Here are some tips and tools to get you started...

Ten step marketing plan

EFFECTIVE marketing – like most things in life – begins with ideas, clear objectives and a budget.

A marketing plan is a way of pulling these factors into a single document and

forms the foundation of your future marketing program.

It doesn't need to be long; it's best kept simple and concise (dot points are great!) so that you take the time to read it and update it each year.

Your marketing plan should not be filed and forgotten; you should regularly refer to it and review it.

Step 1. Where are you up to? Review your previous marketing programs

- What promotional strategies did you use? (e.g. newspaper and magazine advertising)
- Did the results of these strategies meet your objectives?
- How much money did you spend?

Step 2. Who are you and what do you do? Describe your business and your cattle

- Write down a positioning statement (e.g. we breed elite performance-recorded Simmental cattle from the best genetics available globally)
- Write down a slogan (e.g. "Elite Simmentals")

Step 3. What is your "competitive advantage"? Describe why people should buy from you rather than your competitors

- What is unique about the product and/or service you offer? (e.g. our stud has a long history of performance recording and strict selection practices)
- What are the strengths and weaknesses of your product and/or service?

Step 4. Who are you targeting? Describe your target market and where they live

- Who are your current (existing) clients and what is their geographical spread? (e.g. 40 per cent are fellow Simmental studs within a 500-kilometre radius – most demand performance records. 60pc are commercial farms, mostly breeding crossbred steers)
- Who could be potential (new) clients and where are they based? (e.g. Simmental studs in other States)

Step 5. What are your objectives? Define what you want to achieve (short, medium and long term) as a result of your marketing program

- Keep your objectives SMART (specific, measurable, achievable, realistic, time defined)
- What are your short term objectives? (e.g.

Sell the five remaining bulls of this year's draft)

- What are your medium term objectives? (e.g. Sell 45 bulls next year, averaging at least \$3,000/bull)
- What are your long term objectives? (e.g. Sell 60 bulls and 20 elite females by 2012 and attract more stud buyers to our sale)

Step 6. What promotional strategies are available to you? List them

Here are some general categories to assist you:

- Advertising: Television, radio, newspapers, magazines, newsletters, the Simmental Australia website
- Direct marketing and relationship-building: Direct correspondence (e.g. letters, fliers, sale catalogues, emails, phone calls) with current and potential clients
- Interactive/internet marketing: CD-ROMs, DVDs, websites
- Public relations/publicity: media releases, editorials, photographs, field days, sponsorship, participation in industry and community events

Step 7. What is your budget? Calculate your annual promotional budget

- As a ballpark guide, approximately 7.5pc to 10pc of your gross annual income (for your stud) should be allocated to promotion (i.e. \$100,000 income = promotional budget \$7,500 - \$10,000)

Step 8. What promotional strategies will you use? Consider the following questions and then write down the strategies you will use, keeping your annual budget in mind

- What image do you want to portray to industry and does it match who you are and what you do? (e.g. an "elite" stud may have their own extensive website, produce high quality brochures and run a number of ads on TV throughout the year)
- What are the most effective and cost-effective ways of reaching your target market? Think about where they source their information (e.g. rural newspapers, on the Internet)

- How can you best communicate your competitive advantage? (e.g. host a field day about performance recording and display the performance details of your cattle)

- Are the selected strategies aligned with reaching your objectives?

- Assign a cost estimate to each promotional strategy, factoring in labour costs

Step 9. How will you implement your marketing plan? Draw up your proposed promotion schedule in a table and then transfer dates to a wall planner or calendar

- Within the schedule include: the task, the person who is responsible for the task and the timeframe for it to be completed (e.g. book newspaper advertising in February, phone calls to clients in April-May, add sale bulls to website in August)
- Your schedule provides a framework but should also be flexible to capitalise on opportunities which may come up throughout the year (e.g. Rural Press beef features)

Step 10. How and when will you evaluate the effectiveness of your marketing plan? Jot down some ideas

For example:

- Discussions with buyers, where did they hear about your cattle?
- After the selling season, based on sale results
- Mid-way through and end of year – did you end up under or over your promotional budget? Why?
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Calving ease hits 97pc

IMPRESSIVE improvements in calving ease have been achieved in the Simmental breed during the past 17 years, building on the progressive improvement made since the breed was introduced to the country 36 years ago.

Recognising the economic importance of calving ease, Simmental studs across Australia have applied greater selection pressure for this trait, aided by Simmental Breedplan's calving difficulty estimated breeding values (EBVs).

The results have been dramatic.

The breed-wide level of unassisted calvings is now at its highest level at 97 per cent, including first calving heifers.

This represents a significant improvement on the 87pc level which existed 17 years ago.

Importantly, the combined percentage of "hard pull", "veterinary assisted" and "malpresented" calvings has fallen to a very low 0.9pc from the 5.8pc level of 17 years ago.

These low levels of calving difficulty compare more than favourably with British breeds (eg. Hereford and Angus), so are very appealing to the crossbreeder wishing to utilise the superior growth, milk and carcass attributes of the Simmental breed in their programs.

The following table shows the distribution of calving difficulty scores recorded by Simmental studs on more than 115,000 calving records during the 17-year period 1990 to 2007.

Studs now record calving difficulty scores on 92pc of calf births, compared with 57pc 17 years ago.

This demonstrates the importance

placed by studs on recording this trait and in continuing selection pressure to further improve it.

Greater selection intensity and a more proactive approach towards calving difficulty has pushed the correlated average gestation length down by 0.7 days during this 17-year period.

Distribution of calving difficulty scores (115,000 calving records from 1990 to 2007)

Year	Calves born unassisted (%)	Calves born with light-pull assistance (%)	Calves born with hard-pull assistance (%)	Veterinary assistance required (%)	Malpresented calves (%)
1990	87.4	6.9	3.2	1.9	0.7
1995	93.7	4.1	1.4	0.4	0.4
2000	94.7	3.4	1.1	0.1	0.8
2005	95.5	2.9	0.7	0.3	0.5
2007	96.6	2.4	0.4	0.1	0.5

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The Inaugural Select Simmental Sale was well received with Bulls selling to a top of \$11,000 and Females to \$4,000.

2008 vendors included: Aussie Park, Bilanda, Blue Dog, Cania Gold, Conora Park, Gadfields, Ironbark, KBV, Noanga, Springside, Star Genetics, Tennysonvale, Vintage and Wondenia.

Thank you to all buyers and underbidders for your attendance

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Russia's Aussie beef rush

MORE than 3000 cattle left Australia bound for Russia between 2006 and November 2008, and a further 1000 head are due to land by the end of this year.

Chief of the executive committee for the Russian National Meat Association, Sergey Yushin (pictured), told producers at November's Meat Profit Day at Borenore, near Orange, New South Wales, that the process was intensifying.

Stock for both breeding and dairy production (about 75 per cent of imports from Australia were dairy breeds), were in demand and likely to remain so, he said, while quality remained high.

And with more funds on the way from the Russian Government to continue the buying, the market's future was looking good.

He said the average weight gain of bulls in Russia did not exceed 500 grams a day.

Along with poor Russian genetics, there were a number of other factors driving the demand for Australian cattle, Mr Yushin said, mostly related to civil unrest in Russia during the past 100 years.

The 1917 Russian revolution was followed by widespread famine in the 1930s.

By 1938, when 99pc of land had become collectively owned, many cattle were deliberately slaughtered to avoid giving them to State-owned farms.

In 1929 to 1934, the country imported about 600,000 head of cattle, but numbers continued to decline due to competition from subsidised European cattle and the lack of skilled workers and investment.



Pig numbers in the same period declined from 35 million head to about a third of that number today, but now appear to be stabilising.

However, while poultry, pork, mutton and goat production had either stabilised or grown in recent years, Russia's domestic beef production had continued to struggle, and it

had become increasingly dependent on imports.

Growth of a home-grown Russian beef industry was being stymied by the large number of small farms, he said.

Russia's beef producers didn't have the same economies of scale or modern facilities as its poultry farmers, thanks to large investment in poultry in the past decade.

Much of this growth was for beef to go into the processing industry, as processed meat gained popularity for its

convenience, quality, efficient marketing and good fit with Russian traditions.

The growing taste for processing meat was underpinned by rising oil prices and a growing economy, but the world economic slowdown was a threat to further growth, Mr Yushin said.

He said the bank crisis was already having an effect on Russia's international trade, with buyers cancelling orders as they were likely to lose less than if they carried the orders through.

Despite the cancellations, he said Russia, which accounts for 14pc of the world meat trade, had enough beef in storage for another three months before it had to resume orders.

This disrupted supply to Russia was not expected to have a prolonged impact, providing the economy recovers, with many other forces at play in favour of importing beef.

These included the country's deficiencies in modern slaughter plants, packaging facilities and cold storage, poor genetics and poor farmer education, a lack of qualified labour, a declining herd, low yields and growing input costs.

He said Russia's decision makers did not understand the meat business, so government support was not efficient.

"There is no political will to rapidly decrease backyard production and stimulate industrial production," he said.



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Sire BHR Three Sixes
Dam Yerwal Estate Apache Queen A502



Yerwal Estate Costello C008
Sire Woonallee Africa Z012
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Yerwal Estate Cookie Monster C002
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Juniors join in the fun

THE Queensland Junior Simmental Breeders Association has had another busy year in 2008.

It started off with a bang at our annual Simmental Spectacular in Toogoolawah, Queensland, on the weekend of January 18 to 20.

There was plenty of fun, games, and cattle husbandry learning done by all.

Brendan Mansbridge, "Edwinstone", Pittsworth, Qld, took out the annual herdsperson award, which meant a trip to South Australia to represent the Simmental breed at the South Australian Junior Heifer Expo in July.

A huge thanks must go out to all the breeders, sponsors and the organising committee who made the camp such a great success.

A special thank you also goes to Martin Rowlands of KBV Simmentals, Murphys Creek, Qld, for his tremendous contribution to the Queensland Junior Simmentals.

As with any annual event, planning for the 2009 Simmental Spectacular has been in the works for the past few months.

Next year's Spectacular is from January 16 to 18 at the Toogoolawah showgrounds.

If anybody wants to become involved in the coming Spectacular, please contact a member of the Queensland Juniors.



Competitors at the 2008 Simmental Spectacular.

The Queensland Juniors once again took two steers to the Brisbane Royal Show for the prime steer competition.

For the first time they also took two steers to Beef Galore, held at Dalby, Qld, for the prime steer competition.

This provided a great opportunity for junior members to see the end result of

what the industry is all about – animal selection and nutrition.

A huge thank you must go out to Liz and Rodney Skene from Fed-Up Feedlot at Cecil Plains, Qld, who were instrumental in the success of this project.

Looking forward to seeing you at the 2009 Simmental Spectacular.

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DAM: Wisp-Will Rosann 2

DOB: 6/6/07

LOT 2 WOONALLEE CLINICAL



SIRE: Woonallee Gladiator
DAM: Woonallee Julani A38

DOB: 23/3/07

LOT 7 WOONALLEE COMPASS



SIRE: Woonallee Hadau
DAM: Woonallee Swazi Z6

DOB: 20/4/07

LOT 4 WOONALLEE CALIBRATE



SIRE: Kykso Haped
DAM: Wisp-Will Rosann 2

DOB: 23/3/07



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LOT 5 WOONALLEE CLOCKWORK



SIRE: Barana Zorro DOB: 1/7/07
DAM: Woonallee Lady Suzi Z9

LOT 1 WOONALLEE COALITION



SIRE: Woonallee Gladiator DOB: 23/3/07
DAM: Woonallee Julani A40

LOT 6 WOONALLEE CENTURION



SIRE: Grimich Park Primus DOB: 7/6/07
DAM: Woonallee Polly Waffle W16

LOT 16 WOONALLEE CHOICE



SIRE: Barana Zorro DOB: 5/7/07
DAM: Woonallee Polly Waffle W16

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Detecting pestivirus

■ What is the impact of introducing a persistently infected (PI) bull to a breeding mob?

Recently completed economic modeling of the impact of introducing a PI bull into a herd without any immunity to bovine viral diarrhoea virus (BVDV, or bovine pestivirus) has shown after-tax losses of \$30 per breeder for a period of 13 years can occur if the producer does nothing, or is unaware that an outbreak of BVDV has occurred in the herd.

The majority of the losses are due to reductions in the number of cattle sold annually from the herd.

In situations of close contact between cattle, BVDV is highly contagious and thus, the introduction of a PI bull to a susceptible herd is likely to result in rapid spread of infection throughout the herd.

The clinical outcome of infection of breeding females without any immunity to BVDV is determined by what stage of the reproductive cycle the female is in when infection occurs.

A wide range of effects can be observed, from reduced conception rates following infection near the time of mating/artificial insemination, abortions, stillbirths, the birth of weak non-viable calves or the birth of PI calves after infection in the first trimester; through to

congenital defects affecting the brain, spinal cord and eyes from infection during the second trimester.

It is also important to recognise that although some calves that are born infected with BVDV may appear stunted or ill-thrifty, and may die prematurely before two years of age, a proportion are normal and are selected as replacement breeding bulls and heifers.

■ How common are PI bulls?

Based on surveys conducted in Australia, the prevalence of PI two- to three-year-old bulls has been estimated to be about one in 300 to 400, but this can vary greatly in individual mobs.

After the entry of BVDV into a herd, the incidence of PI cattle can be much higher, sometimes as high as 30 to 40 per cent in an individual group.

■ How common are breeding mobs that have no immunity to BVDV?

Surveys conducted across Australia have shown that about one in 10 herds have no immunity to BVDV, and about 30 to 40pc of replacement heifer breeding groups are completely susceptible.

Introduction of a PI bull to one of these herds or mobs will result in an outbreak of BVDV infection with significant financial losses.

■ How do we go about detecting PI bulls in a draft of sale bulls?

PI bulls can be readily detected by collecting either a sample of blood or a piece of skin (e.g. ear notch sample collected at the time an ear-tag is inserted or an ear mark is applied) and sending it to a diagnostic laboratory for testing for the presence of BVDV virus.

If an animal tests positive it is recommended that it be re-tested to confirm that it is a persistently infected animal.

The tests that are routinely used in Australia to detect PI animals are very accurate.

■ If I detect a PI bull in my sale team, what should I do?

The bull should be withdrawn from sale and, after confirmatory testing, generally would be sent to slaughter.

There is no treatment for this viral infection.

Detection of a PI bull is also evidence of active spread of the virus in a herd and further investigations are warranted to review the scope for potential further losses in the herd, and whether there is a need for control strategies to be adopted.

● Article courtesy of Professor Michael McGowan, University of Queensland, School of Veterinary Science.

■ For more information on Bovine Pestivirus visit www.pfizeraustralia.com

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Breeders' eyes on Aus

IN SEPTEMBER 2010, Australian Simmental Breeders Australia (ASBA), as the host of the World Simmental Congress, will be the focus of world Simmental breeding.

While the congress' technical sessions will be held in Melbourne, coinciding with the Melbourne Royal Show, pre- and post-congress study tours will highlight the work ASBA members are doing throughout Australia.

ASBA hopes to showcase Australian Simmentals to a world audience, as well as featuring some great Australian icons and scenic locations, including Uluru (Ayers Rock) in the Northern Territory, the wine regions of Coonawarra in South Australia and Margaret River in Western Australia, the Great Ocean Road in Victoria, the national capital, Canberra, and the splendour of Sydney Harbour.

The congress itself will be a great opportunity for Australian members to join a world gathering of Simmental producers to participate in discussions on the achievements, direction and future of the breed.

Melbourne is an ideal location to base the congress, and with Simmentals as the feature breed at the Melbourne Royal Show, the opportunity to include the Simmental judging is a bonus.

The congress will also take place in



Australian Football League (AFL) grand final week, presenting the unique opportunity for the congress dinner to be at the Melbourne Cricket Ground in the historic Olympic Room, overlooking the main ground where the greats of test cricket and AFL have played.

Plans are well underway to make the whole congress a memorable event.

Make sure you have the dates in your

diary, and further details will be provided in the near future.

In the meantime, ASBA encourages interested participants to submit expressions of interest.

This will allow ASBA to keep everybody informed about the congress' progress and any new developments.

■ Visit

www.worldsimmentalcongress2010.com

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Big cattle, sights on the

LAST June, 25 Australian Simmental Breeders met in Belfast at the start of the United Kingdom World Congress.

Before we left we thought the jackets provided by the Australian Simmental Breeders Association were far too heavy for summer wear.

As we braved the UK "summer", we soon realised the rest of the congress envied us those jackets.

In all there were approximately 130 Simmental breeders from around the world, but this number sometimes swelled to 300 as the UK breeders joined us for some of the events.

The blue tongue restrictions were in place in many areas, but despite this over the 17 days of the congress we visited 18 herds, one field day encompassing 18 herds and three major shows.

We got used to climbing onto tractors for "hay rides".

The cattle in the paddocks could quite easily fit into our paddocks here, very functional, but I could not feel the same way about the show cattle.

As in most countries the show cattle have special treatment.

In the UK the show cattle are very large and would probably not be sustainable in Australian paddock conditions.

I felt perhaps the "big" cattle being

shown are detracting from the lean beef image that the market is demanding – less than four millimetres of fat.

Some of the British herds are no longer putting emphasis on the milk value of the Simmental which is a pity.

Packed into these farm visits we saw many tourist attractions – the Giant's Causeway in Northern Ireland; Edinburgh, Stirling and Blair Athol castles; dinner at the famous Old Grouse distillery in Scotland; Gretna Green; the Yorkshire Dales; the Norfolk Broads; Warwick castle, and then the farewell dinner at Boddington (Stirling herd) with fireworks.

The long flight and the inclement weather resulted in many cases of "flu".

Add to that the 14-hour days, because it was light until 10pm, leaving most of us exhausted – but we wouldn't have missed it for quids.

Many thanks to Fiona and her assistants for looking after us all so well.

The hotels and the food were magnificent.

Tables were groaning with the weight of food every time the bus stopped.

It wasn't only the suitcases that were overweight for the flight back.

■ **Audrey Weightman is stud principal Topweight Simmentals, Margaret River, Western Australia.**



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UK world congress trip



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We wish you all a healthy and safe festive season.

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Tabatha steals supreme

A FOUR-year-old female stole the limelight for two reasons in a quality showing of Simmentals at the Adelaide Royal Show.

Exhibited by Grantley and Vicki Muller, Rellum Farms stud, Mount Gambier, South Australia, the cow was judged supreme champion after earlier being sashed as the senior and grand champion female.

Just as importantly was the fact it was the mother of the junior champion heifer, Rellum Farms Tabatha 8, also from the South East-based stud.

Judge, Chris Knox, an Angus and Charolais breeder from Borah Station, Coonabarabran, New South Wales, gave the nod to the senior champion female when it came to the supreme championship because it had so many wonderful attributes.

But it had to fight off a determined challenge from a black yearling bull, Corinda Downs Calypso, shown by Mark, Julie and Rebecca Peucker's Corinda Downs stud, Mount Gambier.

"The bull had excellent spring of rib and athleticism and the desirable skin and hair sought by the breed," Mr Knox said.

There was only one senior bull paraded, Corinda Downs stud's 2½-year-old Corinda Downs Bosley, weighing 980 kilograms with an eye muscle area of 117 square centimetres. For reserve junior bull champion, Mr



LEFT: Supreme Simmental exhibit, Rellum Farms Tabatha 5, exhibited by the Muller family, Rellum Farms stud, Mount Gambier, SA.

Knox elevated Auscan Caesar, shown in the same class as the junior champion.

This youngster was exhibited by Kevin and Fiona Falzon, Wirrinilla stud, Echunga, SA, in their debut showing at Adelaide.

Corinda Downs added another ribbon to their collection when they took the reserve junior heifer ribbon with Corinda Downs Carmel, a heifer with good length and capacity.

Ashley Copping, Six-4-C Simmentals, Mount Torrens, SA, shared in the spoils by showing the reserve senior champion female, Auscan Antionette.

Mr Knox was impressed with the overall quality of the Simmental exhibits, in particular their softness.

Champions

Judge: Chris Knox, Borah Station, Coonabarabran, NSW

Senior bull: Corinda Downs Bosley, M., J. and R. Peucker, Corinda Downs Simmentals, Mount Gambier, SA

Junior and grand bull: Corinda Downs Calypso, M., J. and R. Peucker, Corinda Downs Simmentals; **Res:** Auscan Caesar, K. and F. Falzon, Wirrinilla stud, Echunga, SA

Senior and grand female, and supreme: Rellum Farms Tabatha 5, G. and V. Muller, Rellum Farms Simmentals, Mount Gambier, SA; **Res:** Auscan Antionette, Ashley Copping, Six-4-C Simmentals, Mount Torrens, SA

Junior female: Rellum Farms Tabatha 8, G. and V. Muller, Rellum Farms Simmentals; **Res:** Corinda Downs Carmel, M., J. and R. Peucker, Corinda Downs Simmentals

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TL1679068



Grand Champion Simmental female, Ellendale 520E Red Hot'n'Stylish, exhibited by the Pocock family, Ellendale stud, Lowood, Qld. The cow is held by Travis Iseppi, Ellendale stud.

Red factor storms Ekka

SIMMENTAL judging at the Royal Brisbane Show was dominated by red factor Simmentals bred by the Pocock family, Ellendale Simmentals, Lowood, Queensland.

Ellendale Simmentals took out both grand champion bull and female, with their junior champion bull and senior champion female respectively, before going on to take out the breeder's group award.

The 936-kilogram, 18-month-old bull, Ellendale Red Prodigal Son, with an eye muscle area (EMA) of 133 square centimetres was awarded both junior and grand champion bull by judge, Richard Anderson, "Jilliby", Moonie, Qld, who described him as "a cracking bull".

Ellendale's 37-month-old cow, Ellendale 520E Red Hot'n'Stylish, complete with a meaty five-month-old calf at foot, took out senior and grand champion cow.

The cow had previously won a swag of ribbons, including reserve senior champion cow at this year's Sydney Royal Show.

Senior champion bull went to 23-month-old, 956kg bull, Brewers Xavier B959, exhibited by KBV Simmental stud, Murphys Creek, Qld, which is a three-way partnership between Martin Rowlands, Lou Allison and Patrick Maloney.

Mr Rowlands said the bull, which already had 14 broadribbons under its belt, including reserve junior champion bull at the 2007 Brisbane Royal Show, would be put up for sale in August at the Select Simmental Genetics Sale, Roma, Qld.

The bull, which boasted an EMA of 131sq cm, was praised by judge, Richard Anderson, as a bull with excellent structural correctness that would provide "good eating quality carcasses".

Robbie Shaw of Yarrayne Simmental stud, Esk, Qld also tasted success at this year's show, with the 25-month-old, 1008kg bull, Yarrayne Beckham, taking out reserve champion senior bull.

The same bull won reserve champion junior Simmental bull at the 2007 Brisbane Royal Show.

Champions

Senior bull: Brewers Xavier B959, KBV Simmental stud, Murphy's Creek, Qld;
Res: Yarrayne Beckham, R. Shaw, Yarrayne Simmental stud, Esk, Qld

Junior and grand bull: Ellendale Red Prodigal Son, Pocock family, Ellendale stud, Lowood, Qld; **Res:** Springside Chester, P. T. and J. Rauchle, Springside Simmental stud, Pittsworth, Qld

Senior and grand female: Ellendale 520E Red Hot'n'Stylish, Pocock family, Ellendale stud; **Res:** Ellendale K57 Bling Bling Attitude, Pocock family, Ellendale stud

Junior female: Meldon Park Chair Lady, R. and E. Skene, Meldon Park stud, Dalby, Qld; **Res:** Brewers Xceptional, KBV Simmental stud

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Champ boasts perfect mix

EVERYTHING a Simmental bull needs to be – that was how judge, Tom Baker, Woonallee Simmentals, Furner, South Australia, described junior champion bull and eventual supreme Simmental exhibit of the Melbourne Royal Show, Brenair Park Cougar.

"We have a lot of power and performance with carcase qualities and softness on the ground today," Mr Baker said of his line-up of junior bulls.

"But the eye muscle, coverage and structure of this bull gets him to the top."

Cougar, exhibited by Don Mathieson's Brenair Park stud, Drysdale, Victoria, is by Brenair Park Agassi and from a Bandeeka cow.

The 11-month-old weighed 708 kilograms, scanned 104 square centimetres of eye muscle area (EMA) and five millimetres of fat on both the rib and rump.

In the senior bull classes, it was a case of the over 1000-kilogram club.

Two-year-old Brenair Park Bruno, sired by Westkap Imp and exhibited by Brenair Park, eventually won out for its carriage combined with tremendous muscle.

"He's a massive bull with a mass of muscle, and that's what the Simmental is all about – bringing great carcase attributes," Mr Baker said.

The 1072kg bull scanned 130sq cm of EMA.

In the female section, the oldest in the



LEFT: Supreme Simmental exhibit, Brenair Park Cougar, exhibited by Brenair Park stud, Drysdale, Victoria.

heifer classes went up against the youngest in the cow classes for the grand champion female sash.

The junior heifer, Reagent Park A00, exhibited by Barb Sutton and Gary Clarke's Reagent Park stud, Bona Vista, Vic, was deemed the more moderate of the two and eventually won out.

Sired by Reagent Park Rave, the junior heifer was "what we are looking for in a beef animal and in a Simmental especially" according to the judge.

The senior cow, Gelora Park Tamara 71, exhibited by the Portarlington-based stud, Gelora Park, Victoria, was sired by renowned Simmental sire, BHR Three Sixes SA, and from a Gelora Park cow.

Champions

Judge: Tom Baker, Woonallee stud, Furner, SA
Senior bull: Brenair Park Bruno 260162, Brenair Park stud, Drysdale, Vic; **Res:** Corinda Downs Bosley, Corinda Downs stud, Mount Gambier, SA.
Junior and grand bull, and supreme: Brenair Park Cougar 263912, Brenair Park stud; **Res:** Pinaroo Hills Shaun 262276, Pinaroo Hills stud, Bunyip, Vic
Senior female: Gelora Park Tamara 71, Gelora Park stud, Portarlington, Vic; **Res:** Brewers Heidi Z541, Reagent Park stud, Bona Vista via Warragul, Vic
Junior and grand female: Reagent Park A00, Reagent Park stud; **Res:** Bywong Park Sophie II, Blue Skies stud, Burrumbuttock, NSW.
Most successful: Brenair Park stud

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All-round success at Perth

THIS year's Perth Royal Show prime steer and heifer carcase competition was closely contested, but in the end it was a Simmental/Gelbvieh steer that reigned supreme.

The steer, exhibited by the Catholic Agricultural College, Bindoon, Western Australia, was judged the grand champion and champion medium-weight carcase of the show after finishing on 93 points, just 1.2 points ahead of the reserve grand champion carcase.

It was also sashed reserve champion medium prime steer or heifer on hoof.

The prestigious interbreed group of three heifers prize at the show was claimed by the Kitchen family's Bandedeka stud, Elgin, WA.

In a competition that highlights the philosophies and breeding patterns of stud breeders, judge, Bill Almond, Kensileyre stud, Wagga Wagga, New South Wales, on behalf of the three interbreed judges, said the group must be uniform, structurally correct, and capable of taking the beef industry into the future.

The senior champion interbreed female was the closest fought class of the interbreed competition.

Victorious on the day was the Simmental cow Bandedeka A Raspberry with her bull calf, again exhibited by Bandedeka stud.

Judge, David Greenup, Rosevale Santa Gertrudis stud, Jandowae, Queensland, said it was a split decision class where production, longevity and structural correctness were closely looked at.



Interbreed senior champion female, Bandedeka A Raspberry, exhibited by the Kitchen family, Bandedeka stud, Elgin, WA, with judges, David Greenup, Jandowie, Qld; Bill Almond, Wagga Wagga, NSW; handler, Rebecca Faint, Tamworth, NSW, and Loreen Kitchen, Bandedeka stud, Elgin, WA.



LEFT: Supreme Simmental exhibit, Seven Brooks Calibre, exhibited by Sam Weightman, Seven Brooks Simmental stud, Margaret River, Western Australia, with judge, Bill Almond, Wagga Wagga, NSW, and Janice Hard, Naracoopa Simmental stud, Denmark, WA.

An outstanding turnout of five Simmental studs meant there was plenty of stiff competition for the broadribbons in the breed judging.

Bill Almond adjudicated, and at the end of the day, it was first time exhibitor, Sam Weightman, Seven Brooks Simmental stud, Margaret River, WA, who took home the most prestigious broadribbon on the day.

The newly acclaimed stud cleaned up the bull awards.

Its run started with the judging of the junior bull class when Mr Almond pulled forward the eventual champion, Seven Brooks Calibre.

Mr Almond was more than happy to award it the ribbon for the junior and grand champion bull of the show.

"He is a moderate framed, easy fleshing sire with great carcase attributes," Mr Almond said.

"He walks out well and moves very freely."

In the senior bull class, Topweight Backgammon, exhibited by the Weightman family, Margaret River, WA, was sashed the champion.

The junior champion female, Topweight Bettina, also exhibited by the Weightman family, was described by Mr Almond as a lovely heifer that carried herself well and showed softness and femininity.

Reserve to Bettina was Bandedeka Remember, exhibited by the Kitchen family, Elgin, WA.

Champions

Judge: Bill Almond, Kensileyre Simmental stud, Wagga Wagga, NSW

Senior bull: Topweight Backgammon, Weightman family, Topweight Simmental stud, Margaret River, WA

Junior and grand bull, and supreme: Seven Brooks Calibre, S. Weightman, Seven Brooks Simmental stud; **Res:** Bandedeka Poll Cossack, Kitchen family, Bandedeka Simmental stud, Elgin, WA

Senior and grand female: Bandedeka A Raspberry, Kitchen family, Bandedeka Simmental stud; **Res:** Topweight Bettina 270, Weightman family, Topweight Simmental stud

Junior female: Topweight Bettina 383, Weightman family, Topweight Simmental stud; **Res:** Bandedeka Remember C105, Kitchen family, Bandedeka Simmental stud

The senior champion female judging was a tight affair with the Kitchen family's three-year-old Bandedeka A Raspberry awarded the champion and grand champion female ribbon.

Finishing reserve to A Raspberry was Topweight Bettina 270, another Weightman family entry.

In the supreme exhibit judging, Mr Almond said he couldn't go past the junior bull, crowning Seven Brooks Calibre with the award.

"I couldn't go past his overall structure and smoothness of skin," he said.

"He is an outstanding calf who walks very well."

Geelong Royal show

Champions

Senior and grand bull, and supreme: Brenair Park Bruno, D. Mathieson, Brenair Park Simmentals, Drysdale, Vic

Junior bull: Koopa Creek Carlito, Hayden Chappel, Koopa Creek Simmentals, Tennyson, Vic; **Res:** Maverick Cash, Peter Schembri, Maverick Simmentals, Inverleigh, Vic

Senior female: Brenair Park Mivha, D.

Mathieson, Brenair Park Simmentals

Res: Gelora Park Tamara, Geoff and Laura Cockerell, Gelora Park Simmentals, Portarlington, Vic

Junior and grand female: Koopa Creek Crystal, Hayden Chappel, Koopa Creek Simmentals; **Res:** Maverick Claire C662, Peter Schembri, Maverick Simmentals



LEFT: Supreme Simmental exhibit, Brenair Park Bruno, exhibited by Brenair Park stud, Drysdale, Vic, and led by Mark Cockerell.

Yarramore wins Sydney debut

SNATCHING the senior and grand female, and best exhibit titles made for a stunning Sydney Royal Show debut for Tamworth district Simmental breeders, Wade Jordan and Rebecca Henderson.

Their three-year-old female, Goonoo Creek Anna, claimed the titles for their budding Yarramore stud, Tamworth, New South Wales.

They bought Anna at Mr Jordan's father's

Goonoo Creek dispersal sale for \$10,000.

Simmental judge, Charles Cowcher, Willandra Simmental stud, Williams, WA, said Anna showed great length, structure, volume, and top maternal traits.

Anna is the full sister to Goonoo Creek Yarran, which was voted the top Simmental female in Australia in 2007, and was one of three females Mr Wade and Ms Henderson bought at the sale.

They may have narrowly missed the top broadribbon, but Jim and Ellen Mison's Milton View stud, Milton, NSW, dominated the Sydney Royal Simmental judging, claiming the senior bull, junior and reserve bull, and junior female titles.

The Misons showed the senior bull, Milton View Brazel, 22 months; the junior and grand bull, Milton View Beresford, 17 months; the reserve junior bull, Milton View Constructor, 12 months, and the junior female, Milton View Chantell, 15 months.

The Misons also won the pair of bulls and the sire's progeny class, with their Maj Robo SDM P X 039-sired team.

Beresford, Brazel (also the senior



ABOVE: Supreme Simmental exhibit Goonoo Creek Anna, exhibited by Yarramore stud, Tamworth, NSW.

champion bull at Milton Show this year), and Chantell were all sired by Maj Robo.

Goonoo Creek Bobcat won the reserve senior bull title for Bruno and Marie Schmid's Tullatoola stud, Molong, NSW which returned to the Sydney Simmental ring after a break of more than a decade.

Tullatoola also exhibited the reserve junior female, Tullatoola Queen Beatrice, formerly judged reserve junior female at Beef Spectacular in Dubbo last month, and champion European exhibit at Blayney Show earlier this year.

Queensland exhibitors on their first trip to Sydney, John, Carole and Julie Pocock, Ellendale stud, Lowood, showed the reserve senior female, Ellendale 520E Red Hot'n'Stylish, a red factor Simmental.

Champions

Judge: Charles Cowcher, Willandra Simmental stud, Williams, WA

Senior bull: Milton View Brazel, J. and E. Mison, Milton View stud, Milton, NSW; **Res:** Goonoo Creek Bobcat, B. and M. Schmid, Tullatoola stud, Molong, NSW

Junior and grand bull: Milton View Beresford, J. and E. Mison, Milton View stud; **Res:** Milton View Constructor, J. and E. Mison, Milton View stud

Senior and grand female, and supreme: Goonoo Creek Anna, W. Jordan and R. Henderson, Yarramore stud, Tamworth, NSW; **Res:** Ellendale 520E Red Hot'n'Stylish, Pocock family, Ellendale stud, Lowood, Qld

Junior female: Milton View Chantell, J. and E. Mison, Milton View stud; **Res:** Tullatoola Queen Beatrice, B. and M. Schmid, Tullatoola stud

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Woonallee's record high

WOONALLEE stud equalled a 25-year-old Australian Simmental record, selling a bull for \$30,000 at its inaugural elite production sale at Furner, South Australia, in February.

It eclipsed the previous high of \$23,000 the stud achieved at the first combined Woonallee-Waterfront sale in 2005 and equaled the price set by the dispersed Piggott Range stud at Clarendon, SA, during the breed's golden days in 1983.

The appealing July 2006-drop calf weighed 910 kilograms and had the second highest eye muscle area of the drop at 124 square centimetres.

Western Australian stud and commercial operation, Topweight Grazing, Margaret River, owned by Audrey and David Weightman, were the successful purchasers of Woonallee Buddy.

The Weightmans, who run 160 registered females and 80 commercial cows, were impressed by Buddy because of his outcross genetics, moderate frame and doing ability.

It was a magical sale for vendors, Tom, Lizzy, Marg and Dale Baker, who held their first single-vendor sale after a successful three-year partnership with the Waterfront stud, Tintinara, SA.

About 300 people were ringside.

In the breakdown, 31 Simmental bulls offered and sold for a \$7831 average,

while six Simmental/Angus yearling bulls all cleared to a \$6250 top and \$3792 average.

Western Australian buyers dominated the frenzied bidding, taking home four of the six Simmental bulls which sold for \$10,000 or more.

The \$23,000 second top-priced bull, Woonallee Benefactor – a son of BHR Mystique – was knocked down to Tony and Loreen Kitchen, Bandeeka stud, Elgin, Western Australia.

Bidding over the phone, another WA stud, Willandra, at Williams, outlaid \$18,000 for a soft, easy-doing full brother to the sale topper.

Kevin and Janice Hard, Denmark, WA, bought a new sire for their Naracoopa stud, one of the first Kykso Haped sons offered, for \$10,000.

Volume buyers included Murroka Pty Ltd, Foster, Victoria, with four bulls to a \$7000 top, and three to John and Jennifer Turner, "Mahonga Park", Finley, New South Wales, between \$6500 and \$7000.

Despite the spectacular highs, local commercial vealer producers were still able to secure their terminal sires at good money with 11 bulls in the \$4500 or less price bracket.

The 13 elite unmated stud heifers averaged \$3654 with the \$6500 top-priced heifer, Woonallee Arabella C51, bought by New Zealanders, Kerry, Linda and Jenna

Nankervis, "Lynmar Farms", Hawkes Bay, for their Lynmar Farms stud.

Victorian commercial producers, Bill and Elaine Sleep, "Billanbri", Woolsthorpe, added four elite heifers to their herd for a \$3063 average, including a heifer donated by Woonallee to support the Australian Junior Simmental breeders, which made \$2750.

Long time supporters, Joe and Joanne Peel, Haliotis Fisheries, Mallacoota, Vic, bought two heifers to a \$4750 top and grabbed some rare genetics with both pregnancy-tested in calf (PTIC) recipients.

They paid \$5000 for an implanted embryo from Woonallee Rina with the sire of the embryo BHR Oakes – one of the best BHR Three Sixes sons raised at Buzzard Hollow Ranch.

Interest in the sale was also enhanced by three pens of well-bred PTIC commercial Simmental/Angus heifers, artificially inseminated to BHR Three Sixes and then joined to Woonallee Broadcast, offered as lot two.

Muriel Capel, Manilla, NSW, buying through Elders Adelaide, secured 12 black heifers for \$1500 each, while Laddington Partnership, Edenhope, Vic, bought the four red heifers at \$1400 each.

Elders Naracoorte, SA, conducted the sale with Leigh Allan and Ben Finch taking the bids.

Lancaster grows

THE Cartledge family's New Direction Lancaster Simmentals is well-placed to continue to grow in size and stature if its third annual production sale, near Meningie, South Australia, during March is a guide.

Interstate competition provided a real kick in the sale, with eight buyers from New South Wales and Victoria.

The highlight of the sale was the demand for black bulls, all of them cleared.

The top-priced bull, Lancaster Brigadier, a rising two-year-old purebred with an even set of estimated breeding values (EBVs), sold to Melbourne real estate agent, Phil Webb, at \$9000.

P.J. and K.L. Tull, Yea, Vic, bought the top-priced Red Simmental at \$8500 for their Simmental stud, Murrinstone.

Repeat clients, Ian and Louise Johnson, "Amherst", Willalooka, SA, bought five black bulls to \$6000, with W.R. and E.M. Jackson, "Yardookra", Willalooka, securing four black bulls to \$5000.

Warradale Partnership, Geranium, SA, also a repeat client and operating through Elders Murray Bridge, SA, secured two black bulls and a red sire to \$5250.

Simon Rowe, Princess Royal Station, Burra, SA, provided some northern competition, taking home two bulls to \$6000.

New Direction Black Simmental-infused females were also offered, with P.J. and K.L. Tull complementing their bull selection with some top-end female picks.

Overall, 21 of the 25 catalogued sold.

Waterfront genetics go solo, hit \$7000 top price

SOUTH-East buyers gave the Waterfront Simmental stud, Tintinara, South Australia, a 20th anniversary to remember with a \$7000 top price and total clearance at its inaugural Premier Genetics sale in February.

The hard work paid off for the Hodge and Parker families, whose new property, "Naringa Park", Naracoorte, SA, became an impressive selling centre.

In a total clearance, their 32 thick, easy-doing Simmental, Simmental/Red Angus and Red Angus bulls averaged \$3797 with two bulls sold to studs and the remainder attracting strong commercial demand.

Their seven young unjoined Simmental heifers also met strong demand to average \$2428.

Topping the sale at \$7000 was Waterfront Barclay B87, the junior and grand champion bull at the 2007 Royal Adelaide Simmental feature show, which was knocked down to the Hann family, "Nampara", Penola, SA.

Among the highlights of the sale were four specially-selected yearling bulls bred from New Zealand outcross genetics, which sold to \$6500 and averaged \$5000.

Scott and Brad Creek, Six Creeks Simmental stud, Mount Gambier, SA, bought the top yearling bull, a well-shaped embryo transfer calf with outstanding Breedplan figures.

Fellow Mount Gambier stud, Tugulawa,

owned by Gary and Joy Allen, outlaid \$5500 for another of these yearlings.

Noted Naracoorte, SA, weaner specialists Brian and Graham Johnson, "Springbank", secured four bulls from \$2500 to \$4750, while another top commercial operation, the Bainger family, Hillcrest Pastoral Company, Avenue Range, SA, bought five bulls to a \$4250 top and \$3300 average.

Matt Nicolle, "Jockwar", Wellington, SA, bought four bulls to a \$5000 top.

Overall, Waterfront's 26 Simmental bulls averaged \$3981.

Combining Waterfront's best Simmental and Red Angus genetics were three stylish Simmental/Red Angus bulls which all cleared for a \$3500 average.

Waterhole Pastoral, Millicent, SA, paid the \$4500 top price for an 880-kilogram, 22-month-old bull.

Former co-vendors, Tom and Lizzy Baker, Woonallee stud, Furner, SA, secured the top-priced heifer – an unjoined daughter of Wai-iti Notorious for \$5000.

Waterfront's sale success was also replicated by its commercial operation.

It topped the 3000-head Naracoorte weaner sale earlier in the month with a pen of Red Angus/ Simmental weaner heifers selling to breeders for \$720 and the draft of 76 heifers averaged \$670.

Elders Naracoorte, SA, conducted the sale with Leigh Allan and Ben Finch on the rostrum.

Yerwal Estate hits \$6500

BUYERS were in the box seat at Yerwal Estate's sixth annual Simmental sale at Lucindale, South Australia, in February, with ten bulls selling for \$3000 or less.

And despite a tremendous offering of good-shaped, well-muscled, easy-doing bulls, just 15 of 23 sold through the ring for a \$3233 average.

One of the highlights for vendors Trevor, Regan and Karen Burrow, was the sale of their \$6500 top-priced bull into a stud herd.

The respected Barana stud at Coolah,

New South Wales, bought Yerwal Estate Balboa – a March 2006-drop son of Woonallee Y3 weighing 936 kilograms with an eye muscle area of 138 square centimetres.

Barana stud principal, Peter Cook, described his new eye-appealing purchase as a "complete package" for its muscle, softness and doing ability.

G.W. Jones, Mount Gambier, SA, secured the second top-priced bull, Yerwal Estate Banks, with a bid of \$5250.

Other loyal clients among the 18

registered bidders included Jim and Melinda Moore, Penola, SA, with three bulls to a \$4750 top and \$3083 average, and Kingsley and Margaret Moore, also of Penola, who bought two bulls to \$4000.

Yerwal Estate stud principal, Regan Burrow, said the inquiry at their field day earlier in the week had been "exceptional" but their usual volume of buyers had capitalised on quality bulls at reasonable prices at earlier sales.

"It was a sheer case of supply and demand," he said.

Naracoorte to \$4500

IN THE Simmental section of the Naracoorte European multi-vendor catalogue, 14 of the 19 bulls offered were sold to \$4500 for an average of \$3375 at Naracoorte, South Australia, in February.

Kangaroo Island's Seddon stud sold the top-priced, 916-kilogram Simmental bull to Brian Johnson, "Springbank", Naracoorte, for \$4500.

R.J., E.G. and A.W. Ness, Seddon stud, also sold another four bulls.

Other Simmental stud sales were P. and M.C. Maglieri, "Nawarra", McLaren Vale, SA, sold five to \$3750; G.W., M.F. and S.A. Kunst, Ebony Park stud, Mount Crawford, SA, sold four to \$3000; S. Barker, Bokara stud, Mount Barker, SA, sold two to \$4000; R.L. White, Auscan stud, Adelaide, SA, sold one to \$3000; and A. Jamieson, 2Diamond6 stud, Tylden, Victoria, two to \$3000.

There was little interest in females with only two sold from eight offered.

Corinda sells to \$7250

CORINDA Downs Beef succeeded in its quest to offer quality bulls at its sixth annual on-property sale at Mount Gambier, South Australia, during February.

It was nearly a mirror image of Mark, Julie and Rebecca Peucker's sale last year with a total clearance of the 23 predominately polled bulls for a \$3609 average and many repeat buyers among the 45 registered bidders.

For the second year in a row, Victorian commercial vealer producers, Bill and Elaine Sleep, from Woolsthorpe were successful on the top-priced bull, bidding \$7250 for Corinda Downs Branson.

Branson's full embryo transfer brother, displaying great length and softness and above average for all Breedplan growth traits, was knocked down for \$6000 to Peter Cook, Barana stud, Coolah, New South Wales.

The first bull sold from Rebecca's RK Simmental stud attracted good competition, selling for \$3250 to R.A. Skeer, Penola, SA.

Four of the five Simmental/Angus composites sold to a \$4000 top paid by A.B. Palma, Naracoorte, SA, for a 22-month-old bull.

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Bandeeka improves to \$8250

OUTSTANDING highs combined with an average clearance to propagate mixed results at the third annual Bandeeka Simmental on-property bull sale at Boyanup, Western Australia, in February.

The nine Simmental bulls to sell under the hammer averaged \$4500.

Cranbrook-based Tom Marshall, WA, set his sights on a magnificent

980-kilogram, soft, cream-coated sire, Bandeeka Bulldozer, for which he paid the day's top of \$8250.

Bandeeka Bobcat generated early interest before being knocked down to Elders Boyanup agent, Mal Barrett, for \$7000 on behalf of an undisclosed client.

Others to pay at the dearer end of the market included Elders Bridgetown's

Kim Mitting, representing E.N. Young and Son, Bridgetown, WA, who paid \$5000 for Bandeeka Best Optimal, a smooth, powerful Simmental bull with plenty of volume by Bar 5 SA Optimal.

Elders Manjimup, WA, representative, Brett Chatley, bidding on behalf of Caesla Pastoral Company, paid \$4250 for an 802kg Simmental bull.

Black bulls make mark

PURE US Black Simmentals made an explosive debut to Western Australia's selling arena reaching a top of \$8500 at the 12th annual Bonnydale bull sale at Bridgetown, WA, in February.

The nine Black Simmentals to sell under the hammer averaged \$6944.

The SimAngus also proved a popular alternative with a 100 per cent clearance and a \$3292 average.

Bonnydale Gridiron made top price of \$8500, purchased by Billy Walker, Suoho Pty Ltd, Dandaragan, WA.

Ian Collie, buying on behalf of Corinda Downs Simmental stud, Mount Gambier, South Australia, paid the sale's \$8000 equal second

top price for two Black Simmentals.

Shane Sleight Shalimar Holdings Pty Ltd, Pinjarra, WA, paid \$8000 and \$7750 for their Black Simmental selections.

Todd and Amanda Fiegert, "Dajan Park", Esperance, WA, operated in the higher price bracket for its Black Simmental lot, paying \$7750.

Ian and Simon Creach, Alexander Bridge, WA, paid the \$7500 top price for the traditional section of the catalogue.

Volume buyer recognition went to T.R. and K.A. Bleechmore, Boyup Brook, WA, with a team of five Simmental bulls to their account.

South Australian grazer, Kangaringa Station, Keith, took home the \$4000 top-

Caringa bulls hit \$10,600

THE bull selling season kicked off in a positive fashion when a Simmental bull attracted a \$10,600 top price tag at the 12th annual Yates family Caringa on-property bull sale, Bindoon, Western Australia, in late January.

A tight team of 26 Simmental and polled Simmental sires was put together by the Yates family who collected an average price of \$3569 for the 16 bulls sold under the hammer of Elders auctioneer, Dennis Roberts.

Caringa Jet Stream, a thumping 852-kilogram April 2006-drop bundle of meat, was knocked down for the sale-topping price of \$10,600 to Introvigne Grazing Company's Bonnydale stud, Bridgetown, WA.

K.E. and J.M. Pech, Gnowangerup, WA, secured another magnificent bull, Caringa El Torro, for \$6000.

Esperance-based H.J. and M.C. Hann were successful bidders on the cream polled bull, Caringa Trans Siberian, for \$5200.

Auctioneer, Dennis Roberts, said it was one of the best line-ups of bulls he had seen at a Caringa sale.

"The polled, moderate-framed specimens were appreciated by old and new clients alike, with good stud competition."

Spirited bidding at Willandra

BUYERS at the Willandra bull sale at Williams, Western Australia, during February showed nothing but optimism at the stud's 20th annual sale.

Selling during the auction were 29 of 35 of the sires to a top price of \$7500 and a terrific \$4845 average.

The sale was sold in conjunction by the Landmark and Elders teams.

The \$7500 top price came early in the sale, when Neil Martin, N.R. and D.A.

Martin, Collie, WA, outbid the competition for Willandra Bionic.

Similar money at \$7250 was outlaid by Elders Breeding Services manager, Don Morgan, bidding on the phone on behalf of Tom Baker, Woonallee Simmental stud, Furner, South Australia.

Albany, WA, account, Turua Turanga, snapped up a soft polled bull at \$6500.

Two buyers paid to \$6000 including S.G. and E. Pearce, Kojonup, WA, and G.H., K.L. and D.A. Williams, Denmark, WA.

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New record for Brewers

BLACK Simmental females set a breed record at the dispersal sale of David and Tara Brewer's Brewers Simmental stud, Koetong, Victoria, in November 2007, reaching \$20,000 for a cow and calf unit.

Held at Wodonga, Vic, the sale was a record for a Black Simmental female, beating the previous record by \$13,000.

Local breeders, Sandra and Gary Schilg, Bywong Park Simmentals, Burrumbuttock, New South Wales, paid the top price for the 44-month-old cow, in partnership with Victorian breeder, Judy Brewer, Sylvandale Simmentals, Staghorn Flat, Vic.

Nicknamed Daisy, the cow was by Lucky Dice, a Black Simmental sire sourced from Gateway Simmentals in the US, and from home-bred cow, Brewers Daydream.

Mrs Schilg said she hoped to be selling the first drop of bulls from Daydream in 2009.

The sale featured 229 traditional and DNA-tested lots, which sold to an 83 per cent clearance for an average of \$2570.

In the breakdown, cow and calf units averaged \$3170, 12 of 36 bulls sold to a \$3250 ceiling to average \$2563, 64 heifers sold to \$7500 to average \$1949, while 27 of 32 cows sold to a \$4750 top and \$2269 average, and 11 young cows with their first calves hit a \$5000 ceiling and \$2682 average.

The Kitchen family, Bandeeka Black Simmentals, Elgin, Western Australia, secured two Lucky Dice Black Simmentals, including the January 2004-drop cow, Brewers Ophelia Z469, for \$11,000, and a similar heifer, Brewers Gwen C069, for \$3000.

Stud and commercial Queensland breeder, Ashley Adams, "Darracourt", Blackall, was one of the main players at the sale, securing 36 lots, including young cows with calves, five joined traditional heifers, and seven DNA-tested Red Simmental cows.

Also travelling from Queensland were first-time buyers, Trent and Kurt Kammholz, "Brightview", Lockyer Valley.

The brothers targeted the Brewers' red genetics and paid a \$4250 top and \$3031 average for eight female lots to use in their 120-breeder Simmental program.

The sale was conducted by Elders with auctioneers, Michael Glasser and Ross Milne.

Repeat buyers push Whittlesea to \$5500

REPEAT and volume buyers ensured registered females achieved a solid clearance and sold to \$5500 at the Victorian Simmental spring multi-vendor sale at Whittlesea, Victoria, held in November.

In all, 15 of 18 females averaged \$2253 and a single bull made \$2000 for a gross of \$35,792.

The overall sale average of \$2237 was down on last year's average but well up on two years before.

New breeder, Scott Creek, and his brother, Brad, bought the \$5500 top-priced lot, Reagent Park A00, to add to their 30-head stud, Six Creeks Simmentals, near Mount Gambier, South Australia.

The single heifer is by Reagent Park Rave SCB PA 011 and from a Reagent Park Angie cow.

Repeat buyers, Bill and Elaine Sleep, "Billanbri", Woolsthorpe, Vic, paid an average of \$2200 for six lots, one with a calf a foot.

Mr Sleep said their experience with Trijena cattle brought them back to Frank and Frances Rizzo's Mickleham-based stud, this time for the BHR Three Sixes daughter, Trijena Charlotte, for which they paid \$3250.

Koopa Creek stud, Tennyson, Vic, sold three lots for an average \$2167; Dandavon stud, Mount Egerton, Vic, five for an average \$1720, including a bull for \$2000; Compton Park stud, Mooroopna, Vic, two to \$3000 to W.A. Doelle and Sons, Edenhope, Vic, and Gelora Park stud, Portarlington, Vic, two for an average \$1625.

Roma Star to \$11,000

THE inaugural Select Simmental Bull and Female Sale was conducted at Roma saleyards, Queensland, in August and included prominent studs from Queensland and New South Wales.

Of the 52 bulls offered, 40 sold with a 77 per cent clearance and an average price of \$2900.

Top price of \$11,000 was attained by a fullblood South African bull, Star Profeet A013, by Kwantum Profeet from Ai Ai Siska, which was offered by Peter Gous and family, Star Genetics, Gympie, Qld.

Second top price of \$7000 went to the 2008 Brisbane Royal Show senior champion bull, Brewers Xavier, offered by Martin Rowlands, KBV Simmentals, Murphys Creek, Qld.

Peter and Tony Rauchle, Springside Simmentals, Pittsworth, Qld, sold five bulls for an average of \$3500.

Russell and Karen Nowland, Cania Gold stud, Monto, Qld, were extremely pleased with their 100pc clearance, selling all five fullblood South African bulls for an average of \$3700.

Junior member, Mathew Wiedman, Belleview Park stud, Nobby, Qld, was thrilled to sell his Bar 5 Expert son to Andrew Jamieson, Tylden, Vic, for \$4000.

The females were offered for sale via the catalogue with 11 of the 20 females selling to a top of \$4000 with an average of \$1830.

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Jason & Jacqueline Impey
Crookwell NSW

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TL1678906

Bushlands, Clay Gully and Meldon Park, and the two invited studs, Billa Park and Yarrayne, offered a total of 69 bulls.

'Gowrie'
av \$4884

A respectable \$7000 was reached for five different bulls, while \$6500 was also reached for another five bulls.

Roma sale hits \$8500

Topping the Simbrah market at \$7500 were Barry and Doreen Cooke, Beauchamp Simbrahs, Miles, Qld, with their 23- month-old Beauchamp 354, which was bought by Mac and Danny Allan, "Erne", Blackall, Qld.

NSW BEEF SPECTACULAR

MARCH 17 TO 19, 2009

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• Led Cattle

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- **Commercial bulls**
- **Pens of steers**
- **Hoof and Hook competitions**
- **MLA, Cargill & DPI seminars**
- **Junior events**



Bulls hit \$12,000

WOMBRAMURRA Black Simmentals hit a top of \$12,000 at the stud's annual sale held in August at Nundle, New South Wales.

A strong line of 52 black and red bulls achieved a good clearance of 75 per cent for co-vendors, Peter and Judy Howarth, and Andrew and Trudy Chapman.

The sale hit the ground running when one of the first lots, Wombramurra C048 (P) (ET), a son of CNS Dream On L186, reached the sale top of \$12,000 for buyers, John and Shaun Cassidy, "Merilba", Kingstown, NSW.

They also purchased the top-priced Red Simmental bull, Wombramurra B015 (P), at \$6000.

The bull, a son of LRS Red Reality 33J, weighed 895 kilograms and had estimated breeding values (EBVs) in the top 10 per cent of the breed for birthweight and eye muscle area (EMA).

The Cassidy family took a total of four bulls on the day to average \$7375.

A son of Langton-Gate Zinger, Wombramurra Real Lucky B055 (P), took the honours for the second-top-priced bull at \$9000, sold to Belanoi Pty Ltd, Quirindi, NSW.

Volume buyer on the day was Kapunda Pastoral Company, taking six bulls to a top of \$7000 and average of \$5500.

Elders Tamworth conducted the sale and Paul Dooley was the auctioneer.

Barana sale to \$13,000

LOOKING for a new polled stud sire of moderate frame and Breedplan recorded, South Australian Simmental breeders, Mark and Julie Peucker, Corinda Downs, Mount Gambier, South Australian, found what they were after at the eighth annual Barana Simmental sale, held in August at Coolah, New South Wales, paying the \$13,000 top price.

The auction cleared 33 of the 50 bull offering to average \$4303, while all nine heifers sold to a top of \$3000, twice, to average \$2444.

The sale topper, Barana Baxter (P), by Barana Yearleigh (P), weighed 900 kilograms and had an eye muscle area of 127 square centimetres.

The Peuckers later paid \$2500 for stud heifer, Barana Boo Boo (P), by Barana Zulu (P), while their daughter, Rebecca, 14, paid equal top female price of \$3000 for Barana Barby (P).

Second top-priced bull at \$7500, Barana Cowboy (P), by Gowrie Yankee (P), was one of three purchases by the Winderadeen Corporation, Wantabadgery, NSW.

Jock and Angus McDonald, Weronga Pastoral Company, "Gundare", Coolah, NSW, also purchased three bulls topping at \$6500 for the Barana Yearleigh son, Barana Bernard (H).

The sale was conducted by Elders and Davidson, Cameron Board and Simmons.

Illabo sale to \$6000

BULLS sold to \$6000 at Australia's largest Simmental multi-vendor bull and female sale in April at the Baldry family's property, "Ivanhoe", Illabo, New South Wales, where more than 80 head went under the hammer.

Of the 47 bulls offered from the ten vendors, 24 sold to an average of \$2854.

The \$6000 top-priced bull, Tennysonvale Barclay (P), was offered by Ian and Cheryl Baldry, Tennysonvale stud, Illabo, and secured by Spencer White, Alex Johnston and Company, Inverell, NSW, on

behalf of Clerkness Pastoral Company manager, Chris Strahle, Bundarra, NSW.

In all, 30 of the 37 females sold to an average of \$1823.

The top-priced heifer, Wandella Park Cher (P), was offered by Warren and Helen Salway, Wandella Park stud, Cobargo, NSW, and snapped up for \$2750 by Peter Trevan, Hazeldel Simmentals, Leongatha, Victoria.

The sale was conducted by Elders Wagga Wagga and Michael Glasser, Elders Albury, was the auctioneer.

BARANA SIMMENTALS

Breeding Cattle for the Commercially Minded since 1980

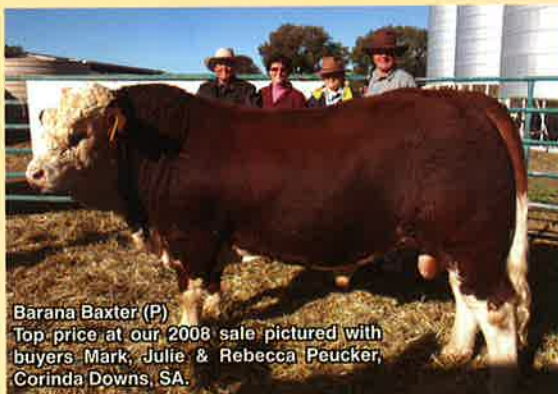
9TH ANNUAL ON-FARM BULL SALE

The Premier Simmental Sale in NSW

THURSDAY, JULY 2, 2009 - 1.00PM

40 BULLS Predominantly Polled — 20 FEMALES Proven Performers

- ✓ Quality
- ✓ Guarantees
- ✓ Reputation
- ✓ Performance
- ✓ Results



Barana Baxter (P)
Top price at our 2008 sale pictured with buyers, Mark, Julie & Rebecca Peucker, Corinda Downs, SA.

"This photo Courtesy of The Land"



Barana Diplomat (P)



Barana Diplomat (P) and Dam

Our 2008 sale saw 41 bulls sold to a top of \$13,000 to average \$4,070. Nine heifers averaged \$2,444.

During 2008, Barana has undertaken an extensive AI program using polled sires Bar 5 Evolution, Double Bar D Maddox and Barana Baxter. Also Black Simmentals ACC Hustler, Goldmine and Dakota. These exceptional bulls have been backed up by our paddock sires Gowrie Yankee (P), Corinda Downs Buckshot (P) and Bullock Hills Buster (P).

Sincere thanks to all our clients for their continued support

TL1679863

Peter Cook, Barana Coolah NSW 2843

Tel/Fax: 02 6377 5233 - Mob: 0427 775 233 - Email: barana@bigpond.com

Our 2009 Sale Catalogue with photographs will be available on our website

www.baranasimmentals.com

Simmy bulls gross \$2.5m

Simmental sales summary 2008

No. sales		Top (\$)	Average (\$)	Sold	Clearance (\$)	Gross
25	Simmental bull sales	\$30,000	\$4,103	604	81%	\$2,478,025
4	Simbrah bull sales	\$8,000	\$4,357	87	100%	\$379,099
3	Simmental female sales	\$6,500	\$2,344	50	88%	\$117,193
24				741	83%	\$2,974,317

State	Date	Sale					
25 Simmental bull sales							
WA	Jan-08	Naracoopa Albany (Mt Barker)	7000	5425	8	100	43,400
WA	Jan-08	Scotsdale Albany (Mt Barker)	2800	2575	4	67	10,300
WA	Jan-08	Inlet Views Albany (Mt Barker)	2500	2500	2	67	5000
WA	Jan-08	Caringa	10,600	3569	16	62	57,104
WA	Feb-08	Bonnydale	8500	4272	45	87	192,240
WA	Feb-08	Willandra	7500	4845	29	83	140,505
WA	Feb-08	Bullock Hills	5750	4429	6	100	26,574
WA	Feb-08	Supreme Sale, Brunswick	5750	4054	14	64	56,756
WA	Feb-08	Bandeeka (Kitchen)	8250	4500	9	41	40,500
SA	Feb-08	Woonallee	30,000	7203	37	100	266,511
SA	Feb-08	Waterfront	7000	3781	32	94	120,992
QLD	Feb-08	All Breeds Bull Sale, Rockhampton	3500	2600	10	100	26,000
SA	Feb-08	Corinda Downs Bull Sale	7250	3609	23	100	83,007
SA	Feb-08	Naracoorte - Euro Bull Sale	4500	3375	14	100	47,250
SA	Mar-08	New Direction (Lancaster)	9000	4512	43	86	194,016
SA	Feb-08	Yerwal	6500	3233	15	65	48,495
QLD	Sep-08	Select Simmental Sale - Roma	11,000	3323	40	77	132,920
NSW	Apr-08	Prime Beef Simmental Sale, Illabo	6000	2854	24	51	68,496
QLD	Jul-08	Ag-Grow, Emerald	5500	3040	25	71	76,000
NSW	Aug-08	Wombramurra - Black Simmental	12,000	4449	39	100	173,511
NSW	Jul-08	Barana Bull Sale	13,000	4303	33	100	141,999
QLD	Sep-08	AgShow, Toowoomba	10,000	4500	8	62	36,000
QLD	Sep-08	Wandoan Bull Sale	8500	3926	75	86	294,450
QLD	Sep-08	Gowrie Simmental Bull Sale	8500	4923	13	100	63,999
QLD	Sep-08	Rockhampton BCM	7000	3300	40	70	132,000

4	Simbrah bull sales						
QLD	Feb-08	All Breeds Bull Sale, Rockhampton	3500	2600	7	100	18,200
QLD	Sep-08	Wandoan Bull Sale	7500	4045	11	100	44,495
QLD	Sep-08	Rockhampton BCM	7000	3300	13	100	42,900
QLD	Sep-08	Gowrie Simbrah Bull Sale	8000	4884	56	100	273,504

3	Simmental female sales						
SA	Feb-08	Woonallee	6500	3654	13	100	47,502
SA	Feb-08	Waterfront	5000	2143	7	100	15,001
NSW	Apr-08	Prime Beef Simmental Sale, Illabo	2750	1823	30	81	54,690
NSW	Jul-08	Barana Sale	3500	2444	9	100	21,996
VIC	Nov-08	Victorian Simmental Sale	5500	2237	16	80	35,792

Black and Red on the rise

THE 2007-born calves (see table below) were produced by 458 sires, averaging 9.4 calves per sire.

The top 25 recorded sires accounted for a considerable 27 per cent of all recorded calves. It is also interesting to compare the expansion of the black and red registries.

The table (right) illustrates the top 25 sires which produced the most recorded calves in 2007.

Primaries come down from high

WITH the ongoing pressures of a continual drought, registrations decreased in comparison to 2006.

Primary registrations dropped nine per cent on the previous year's high levels to 4002, while secondary registrations remain a highlight with a further six per cent gain on the 62pc increase achieved in 2006 to 783.

Calf Registrations 2007

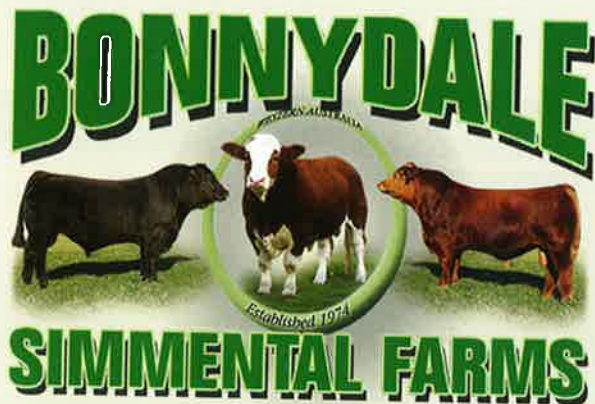
Simmental	3221
Black Simmental	421
Red Simmental	137
SimAngus	61
Simbrah	162
Total Registrations	4002
SPR	542

Most Popular Sires 2007

Sires Producing Simmental Calves

		Registered	Total Calves
GW Lucky Charm 665K (P) (BL)	IMU2V665	90	
GW Lucky Dice 187H (P) (BL)	IMUPT187	79	
CNS Dream On L186 (P) (BL) (ET)	IMUPW186	66	
BHR Three Sixes SA L666E	IMUPW666	59	
Gonsior/NF Scarletdreams (P) (RED)	IMUPZ071	52	
Co-Op Z0422 (P) (BL) (ET)	COPPZ422	51	
Willandra Zealous	AJYPZ070	50	
Woonallee Limpopo (ET)	WEEPZ014	49	
Bullock Hills Zion	ERPPZ011	48	
Lancaster Ambush (BL) (ET)	LCSPA339	46	
Bokara Your Choice	ALTPY033	45	
Bandeeka Xody	LGKPX217	45	
Leachman Bodybuilder 7303F (P) (RED)	IMUPR7303	44	
Meldon Park Zoom	CCRPZ637	42	
Quaindinger Wright	AJYPW078	42	
Nu-Plains Zahur	HRTPO79	39	
Langton-Gate Xtra Special (P)	LGPPX034	38	
Barana Xchange (P)	PTCPX094	36	
Woonallee Vision Z48	WEEPZ048	36	
Woonallee Gladiator (ET)	WEEPZ067	36	
Gowrie Yankee (P)	MOBPY004	36	
Bonnydale Detroit (P)	MBBPZ160	34	
Piper WWW Dot Com	KELPW206	34	
Langton-Gate Lucky Ace A078 (P) (BL) (ET)	LGPPA078	34	
Lancaster Aviator (P) (BL) (ET)	LCSPA310	34	

(P) polled, (ET) embryo conception, (BL) black simmental, (RED) red simmental



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OFFERING 55 BULLS

35 Simmental

13 Black Simmental

7 Black SimAngus



Bonnydale Georgia (20 months PTIC), Fully Imported ET heifer. An outstanding example of the leading US genetics being employed at Bonnydale and highly sought after Australia wide and admired by several international visitors.

2008 embryos sold out.

Embryos from Bonnydale's elite Black ET females for sale 2009.

13th ANNUAL ON-PROPERTY BULL SALE
MONDAY, FEBRUARY 9, 2009



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or Rob & Diane Introvigne 08-9764 4082 • 0427 644 082 rdintro@bigpond.com

TL1867772

New Accredited AI Sires

ACCREDITED AI SIRE NAME	Ident No	Horn Status	Eye Pigment (L/R)	Birth Wt. (kg) EBV	200 day Wt. (kg) EBV	400 day Wt. (kg) EBV	600 day Wt. (kg) EBV	Milk (kg) EBV	Carcase Wt. (kg) EBV
				Breed Average (2006 born calves)	+1.7	+15	+25	+26	+8 +16

SIMMENTAL

Double Bar D Make M Polled	IMCPX122	Polled	100/100	-	-	-	-	-	-
Double Bar D Maddox 40S	IMCPB040	Polled	0/100	-	-	-	-	-	-
BHR Halmark Elite H835E	IMUPT835	Dehorned	100/100	-	-	-	-	-	-
Bar 5 P SA Evolution 418S	IMCPB418	Polled	100/100	+1.3	+19	+26	+23	+12	+16
BHR Oakes SA R870	IMUPA870	Dehorned	100/100	+0.9	+17	+24	+18	+7	+12
Moneymore Romulus AR37	IXMPA037	Polled	100/0	+1.2	+14	+26	+28	+7	+19

BLACK SIMMENTAL

ACC1 Hustler 2N	IMCPY666	Polled	100/100	-	-	-	-	-	-
GW Lucky Man 644N	IMU3Y644	Polled	100/100	-2.3	+16	+30	+12	+4	+5
GWS Ebony's Trademark 6N	IMUPY006	Polled	100/100	-	-	-	-	-	-
HTP SVF In Dew Time	IMUPA094	Polled	100/100	-	-	-	-	+2	-
TNT Hummer H3 R360	IMUPA360	Polled	100/100	-	-	-	-	-	-
ES Black Legend PK26 (SimAngus)	IMUDZ026	Polled	100/100	-	-	-	-	-	-
SRS Right-on 22R	IMUPA022	Polled	100/100	0.0	+19	+29	+22	+2	+16

RED SIMMENTAL

TNT Top Gun R244	IMUPA244	Polled	100/100	-	-	-	-	-	-
WS Beef Maker R13	IMUPA013	Polled	100/100	-	-	-	-	-	-

The above list of imported and Australian sires have been admitted as Accredited AI Sires. Members may use these bulls to sire registerable calves.

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GLENVIEW SIMMENTALS



Mel and Gina Ryan of Glenview Park Simmentals have been breeding Simmentals for 30 years and are now heavily involved in the commercial sector of beef production. Breeding over one thousand calves per year infused with Simmental genetics.

Sales of infused steer and heifer weaners far exceeded expectations and topped the August Pakenham Special Sale at over \$700 per head. Glenview Park Simmentals offers quality seedstock with direct commercial applications.

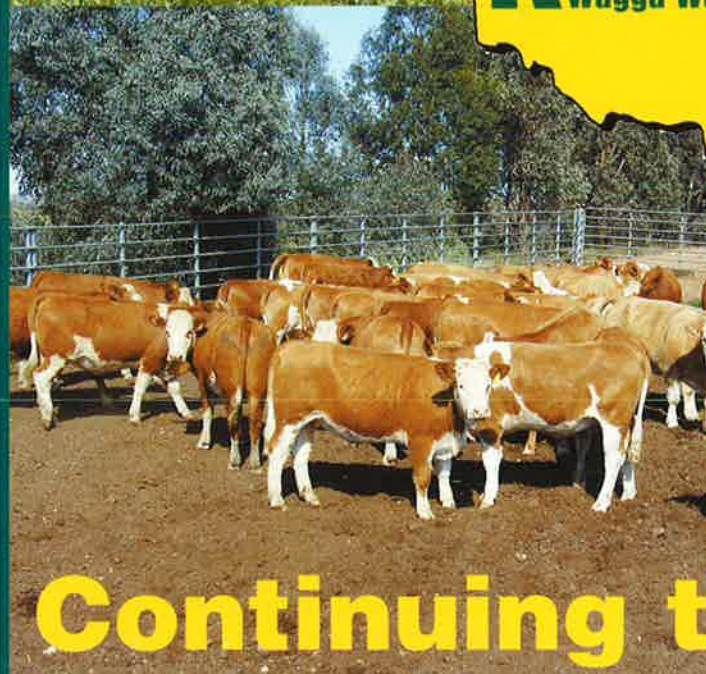
**Bulls and Females will be available for sale at our
Beef Week Field Day - February 2009**

**Mel & Gina Ryan
Joyces Road, Glenburn Vic 3717
Ph/Fax: (03) 5797 8334 Email:**

TL1667745



Kensileyre
Wagga Wagga



Continuing the tradition

"A draft of Kensileyre heifers ready to be joined"



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