

# SIMMENTALNZ

THE HEAVYWEIGHT CHAMPIONS

PGG Wrightson Livestock

TARGETED NEWS FROM THE INDUSTRY HEAVYWEIGHTS

Issue 34 - December 2018

## Hi Everyone

Well, another year has flown by with its highs and lows, joys and sorrows. The Knauf family are delighted to have a real baby for the Christmas manger this year! Josh and Nickayla welcomed a wee girl 6 December, making Jon & Sam grandparents and me, a great grandmother! As my mother, at 88 years is a great great grandmother, I figure the EBV's must be looking pretty good!

On behalf of council, I wish you all a Merry Christmas and all the very best for 2019.

**Colleen Knauf**

## AGM

12 April 2019 - Mark it on your calendar. We are fortunate to have the Maxwells willing to host a social event for the AGM with a trip over to Waiheke Island. Believe it or not, there are Simmentals on Waiheke. We will also get to see Cornwall Park. Details to be finalised.

## COUNCIL NEWS

Council have been busy again this year, seeking to promote Simmental. We are working to make use of BLG Progeny test results, Steak of Origin win and placing and our new website. While a lot of the promotion has been digital media, we are going to be pushing more print media in the new year.

In August, we got Agrarian to run a panel discussion with 9 farmers. These were user, non-users and past users of Simmental, beef and dairy farmers. We will be using their helpful input to guide our media push.

## PUBLICITY & PROMOTION

We would like to know of good commercial clients selling weaners who may be willing to do a story for Simmental. Contact Colleen, P: 06 838 6792

## SINGLE STEP ANALYSIS

SNZ are working around the space of DNA and Genomics with a goal of moving to Single Step Analysis for Trans Tasman Simmental in 2019.

## TEMPERAMENT SCORING

According to our Panel, the biggest perceived negative in the market place for Simmental is still temperament.

Breeders need to be aware of how environment affects docility, especially with small numbers of stock. It is what is in the genes that counts as to what they will produce for the bull buyer. As we all know, that can be tricky to predict!

We all need to keep working hard on this one. Please record docility scores for your cattle. It is recommended that you have an independent person to help. If you need some help, give us a call and we can point you in the right direction.

## PBB CHRISTMAS HOURS

PBBnz/Pivot Design will be closing at 12:00 noon on Friday 21st December 2018 & re-open at 8am on Monday 7th January 2019. We wish you all the best for the holiday season & look forward to working with you in 2019.



## SIMMENTAL NZ COUNCIL

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## PBB – NEOGEN SIMMENTAL SNP TESTING

PBB have signed an agreement with Neogen. This agreement sees PBB becoming the Neogen SNP DNA testing distributor for New Zealand. PBB are currently working together with Neogen to put together a number of bundles for Simmental. These bundles will include:

1. Genomic profile for future Simmental single step.
2. Genetic defects including Red/Black, Horn/Poll & Dilution.
3. BVD testing.
4. Parentage.

PBB aim to launch the Simmental bundles in January.

### ORDERING DNA TESTS

The ordering process, as outlined below, will be easy and straight forward. At any given point, there will be a PBB staff member available to talk to you and assist you with your orders or DNA test selections.

1. To start the process, call us on (06) 323 4484 or email us at [DNA@pbbnz.com](mailto:DNA@pbbnz.com). We will discuss your requirements, and email an order form.
2. Once the order has been placed, and the samples have been received, PBB will check the order and ship the samples to the Neogen lab in Australia.
3. The results will come back to you as reports and via Breedplan. PBB will work together with ABRI and Neogen on Simmental's behalf to streamline the flow of information where possible.
4. We expect the entire process to take around 5 weeks. We expect to streamline this process further once our volumes start to build so we can shorten this process to 4 or even 3 weeks.

So, watch out for the announcement in January. For now, if you have any questions regarding this new service you can contact PBB on (06) 323 4484 or Email PBB at: [DNA@pbbnz.com](mailto:DNA@pbbnz.com).

## PBB CONTACTS

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