

# JEFF CLEVELAND

## BRAELYNN FARM, OAMARU



864 HECTARES

BEEF, SHEEP & DEER PROPERTY



### SIMMENTAL DELIVERS ON GROWTH RATES AND EATING QUALITY - THE BEST OF BOTH WORLDS.

Silver Fern Farms Lower South Island Supplier of the year 2020, Jeff Cleveland, is living proof that Simmental cross cattle can give traditional breeds a run for their money when it comes to eating quality.

AS THE THIRD GENERATION ON BRAELYNN FARM, JEFF FINISHES 300 CATTLE EACH YEAR UNDER THE SILVER FERN FARMS PROGRAMME AND ACHIEVES VERY HIGH STRIKE RATES FOR BEEF EQ - THEIR QUALITY BEEF GRADE.

**“The Simmental breed has always been synonymous with high growth rates which is why we used them in the first place, as that’s what ultimately makes the money for a finishing farmer like myself,” says Jeff.**

“We fully understand the importance of meeting consumer needs at the same time so it’s great to be achieving such strong results in terms of eating quality.

He says they place great emphasis on ensuring a high-quality product goes out their gate.

“Though there may be other breeds more commonly recognised for high marbling and superior eating quality, we are

managing to deliver on that front and still produce high growth rate cattle. With the Simmental influence we finish virtually all progeny after one winter at around the 18-20 month mark, and this is what drives our profitability”.

Jeff is a firm believer that the temperament of the Simmental breed has made huge gains over the years, which has had a big influence in his gains in terms of growth rates and eating quality.

As a breed, a lot of work has gone into culling for temperament and this has paid dividends as nowadays Simmental are recognised as one of the standout achievers in this area.

**“We’ve been using Simmental bulls on Braelynn Farm for the past 30 odd years and have watched the breed go from strength to strength.**

“We certainly don’t have any intention of changing that in my lifetime.”

**WE ALL KNOW  
QUIET CATTLE  
GROW FASTER,  
AND WITH LOWER  
PH LEVELS THE  
OVERALL EATING  
EXPERIENCE IS  
SUPERIOR.**

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