



REUBEN WRIGHT

90 MILE VIEW STATION

LOCATION
Kaitia Region

SIZE
450 hectares (330 effective)

TERRAIN
Medium-Steep Hill Country



| BACKGROUND

- Reuben and wife Lisa own two farms and lease a third
- Works as a Stock Agent for Carrfields Livestock
- Runs 415 mixed age Hereford-Friesian, Angus-Friesian or Simmental-cross cows all calved to Simmentals
- Starts calving late June and runs through mid-September

| SIMMENTAL INVOLVEMENT

- Reuben has been using Simmental bulls for around 12 years and buys around 3 or 4 each year.
- Favours the breed for their quiet temperament and fast growth rates
- Also values calving ease but doesn't go for low birthweight bulls.
- Exports around 30% of heifer calves to China, the rest and bull calves are sold at weaner fairs.

| RESULT

- For the past three years he's been involved in exporting Simmental heifer calves mainly to the Chinese market and making great returns as a result
- The remaining progeny are sold at weaner fairs around the country where they average 300kg plus for bulls and not far behind for heifers.
- They are always well received and stand out in the sale yards.
- The growth rates and temperament really make Simmental a worthwhile choice for Reuben and the customer service he receives from breeders is top notch.

**BULL SELECTION IS
PARAMOUNT FOR ME
AND SIMMENTAL
OFFERS WHAT I NEED,
SO THEY'RE WELL
WORTH THE PRICE.
GROWTH RATE IS
CRITICAL IN OUR
OPERATION AND
SIMMENTAL CERTAINLY
DELIVERS ON THIS;
WITH WEANERS GOING
OUT AT 300KG PLUS.**

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\$IMMENTALNZ
THE MONEY MAKER

simmental.co.nz