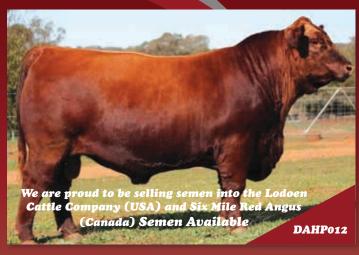


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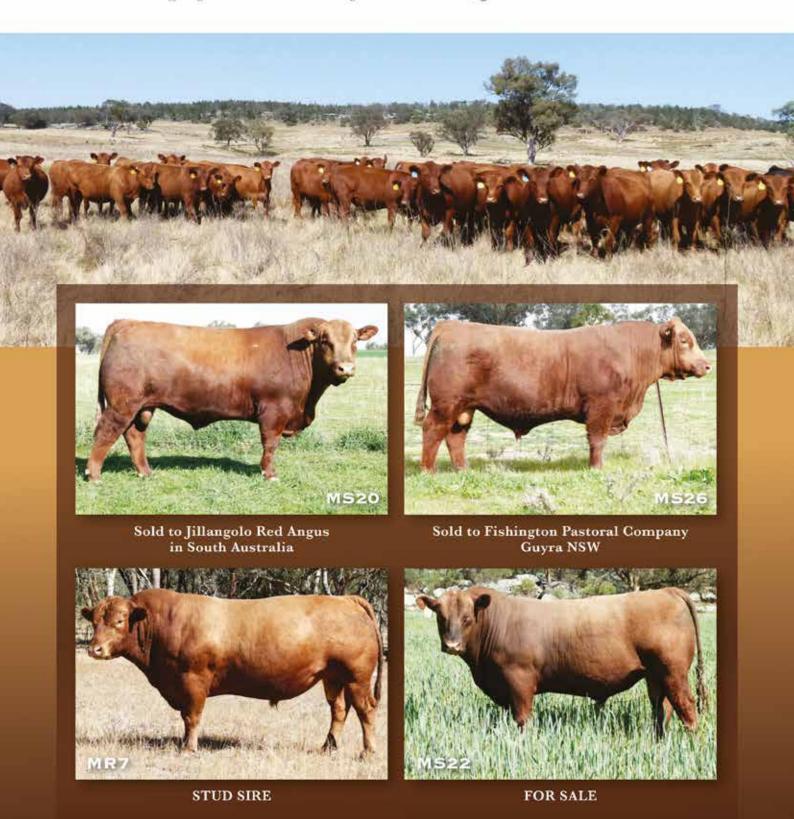
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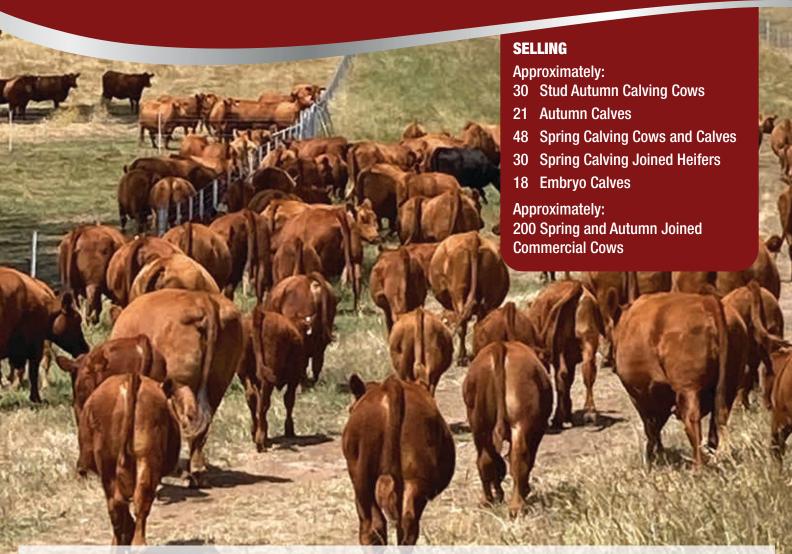
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Sale - Early February 2024

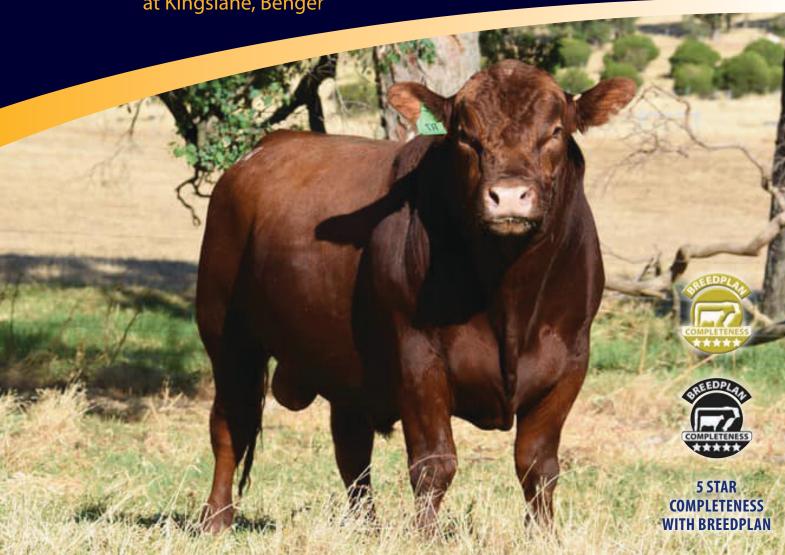
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at Kingslane, Benger

John Cranston

M 0418 927 009

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THE RED ANGUS SOCIETY

C/O - ABRI University of New England Armidale NSW 2351



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www.redangus.org.au



Red Angus



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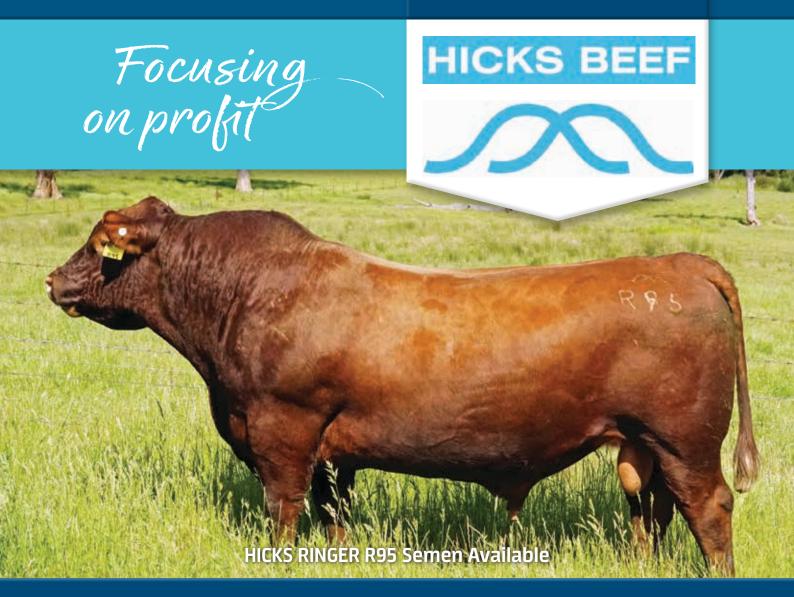
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- ✓ And all weighed at 200 days and 400 days
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President's Report

DAVID HOBBS

As I sit here to write my first presidents report for some time, I would firstly like to thank the members and board members both past, and present for the time and dedication to the breed, I feel very privileged and honoured to be in this position of a breed that I personally have so much passion for. I have been very lucky to be involved with two people that have had a huge influence on me as a breeder right from the start, both Judy Frankenberg and Warwick Tom. They were the very first people that I purchased Red Angus from and still take a great interest in the breed. We're very lucky that these two and others too many to name set up a great foundation all those years ago.

Our season for the past 12 months has been a mixed bag. I've travelled the east coast and seen the severe drought and dry areas in Central Queensland, Central West New South Wales and the New England areas however, in the south of New South Wales and Victoria for the most has been excellent. The one thing that stands out is regardless of conditions. Red Angus cattle have stood up well. Their ability to hold condition and reproduce under those trying conditions never ceases to amaze me. It has been very evident this year that the bull sales have been strong in the north, especially Queensland. When enquiring what traits potential buyers are looking for the answer has been pretty consistent. They are



looking to purchase bulls that have a reasonable calving ease and that will improve the ability to MSA grade Bos Indicus cattle and various other breeds. I believe it is very important that were possible our seed stock produces must supply as much information that we can to make these choices easier. Our members that are registered for BREEDPLAN and actively scanning for EMA, FAT DEPTH and IMF is unfortunately somewhat limited, and I would encourage more members to get involved.

In September, a SNP report was run to confirm the Red Angus society is only requiring 800 more SNPs to be eligible for Single-Step BREEDPLAN Analysis. Incorporating Single-Step is extremely beneficial for the whole of the society. I encourage as many members as possible to submit DNA for data analysis.

I challenge you to raise the bar and take our breed to the new heights, your society can only do so much to help sell your cattle and the more data you have on your progeny the better chance you will have to sell your progeny in a competitive market not only in Red Angus but up against other breeds.

This year saw the re-formation of the Junior Committee. During each board meeting held roughly 6 to 8 weeks apart, the Junior President and various Junior Board Members are welcomed on to our meetings for the 30 minutes to discuss Junior matters and ideas.

The board had a face-to-face meeting this year in Armidale. Over the 2 days many aspects of our society were discussed. A meeting with Angus Australia was also convened and we looked at the proposed prospect of being able to run a TransTasman Angus Cattle Evaluation (TACE) run with Angus Australia and Angus New Zealand societies. This is in the pipeline for a trial run in the future with final points to be ironed out. Please do not see this as joining of the societies, but I believe Breeds should work together to develop better beef where possible.

Some alterations to the rules and regulations have been discussed and applied. This information can be found on our website. Please stay abreast of these changes. These changes will also be published in the newsletter after each meeting. A future special meeting will be convenient to vote on some minor changes to the Constitution In the early part of the new year where A 75% majority will be required to pass.

Around the shows excellent results again in the interbreed and steer judging and I thank those people that put the time and money into showing. We had an outstanding year with steers and carcass results of limited numbers shown but great results. We always punch above our weight with both pure bred and crossbred Steers. A big thank you to all those that exhibited steers and let's get more out there in these competitions.

Beef Australia will be held in Rockhampton, QLD of May next year. This event is only conducted every 3 years. It would be good to see backing of the Red Angus breed through exhibiting the breed, entering the various stud and commercial competitions and showing support by attending.

As a finishing note to this report, as my counterpart in America stated, "let's remember Red Angus are Angus both genotypically and phenotypically. The challenge is to address market equity for Red Angus cattle and their crosses."

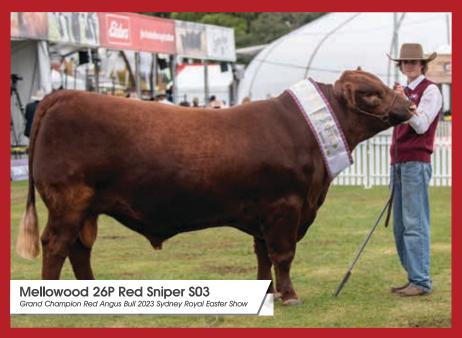
Let's lift the bar and work collectively together to take our breed to new heights.

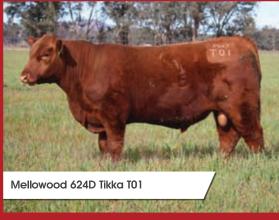
Kind regards,

David Hobbs



'Bred For All Seasons'











The Knee Family "Mellowood" 72 Condons Road, Loomberah NSW 2340

Gavin 0427 669 151 | Ryan 0499 691 468

Executive Officer's Report

ELIZA CUNNINGHAM

This is the first time I have had the privilege of writing to you as the Executive Officer of the Red Angus Society. In my short time within the society, it truly has been an amazing experience to be surrounded by such strong enthusiasts of the beef industry and has been great to see the strength and progress of the Red Angus breed.

Junior Movement

The Red Angus Youth Committee has truly excelled this year, driving initiatives to support the Junior Movement. As you will read, they have some news to present to help encourage the youth in our society. Their dedication and hard work has shown remarkable results. Notably, the creation of the Red Angus Youth Calendar has raised funds for the Junior Movement and continued in encouraging the youth within our society. I extend my heartfelt thanks to all who supported and contributed to this endeavour.

Red Angus Show and Sale

The breed has demonstrated remarkable resilience in these challenging market conditions, evident in the consistently high clearance rates and strong sales averages.

Furthermore, this year witnessed the setting of a national record for the highest-selling female at auction. At the 9th annual Power of Red Sale in Toowoomba QLD, GK Red 624 Dina S2 fetched an astounding \$25,000, sold to Moorevale Red Angus. The anticipation is high for the 10th anniversary of the Power of Red Sale in 2024, promising even more historic achievements.

The Red Angus breed has continued to shine in terms of carcass quality. A noteworthy accolade was the second-place finish in the Stan Hill Trophy at the Sydney Royal Show. This success can be credited to steers presented by Redgums Red Angus and White Family Beef.





Additionally, Jillangolo Reds secured an impressive array of results for both their hoof and hook results at the Adelaide Royal Show, presenting both pure Red Angus and Red Angus composite steers.

Red Angus Growth

We are starting to see a steady increase in more breeders submitting data into BREEDPLAN. The board held a face-to-face meeting in mid-September at ABRI Head Office. With the assistance of Boyd Gudex, ABRI Technical Officer, Red Angus indexes were discussed and adjustments were made to benefit the breed.

Profitability within herds can be achieved though entering more data. To encourage profitability within our herds, we emphasize the importance of comprehensive data entry and informed selection decisions. By meticulously recording and analysing data, we gain insights into individual strengths and areas for improvement, enabling us to make choices aligned with our goals. Continuous improvement in data collection and selection processes is essential for staying competitive and successful in the agricultural industry.

Final Note

Looking ahead to 2024, there are exciting developments on the horizon. Kicking off with the Angus National Roundup that promises to be a highlight. Red Angus will be represented with an impressive showcase of over 30 head. This event offers a significant platform to support, guide and educate our future breed leaders.

Additionally, we are thrilled to participate in the highly anticipated BEEF Australia in Rockhampton Queensland. This event, spanning from the 5th to the 11th of May, presents an invaluable opportunity for heightened promotion and exposure for the breed, further solidifying our commitment to upholding the highest standards.

Furthermore, we anticipate a substantial presence in both multi-vendor and vendor sales, with continual high clearance rates and strong averages. Since starting in May, I have had the privilege of attending both the Tamworth Invitational Sale and the Power of Red Sale. These experiences have allowed me to connect with many of our supportive members. I have had the opportunity to connect with some members through in-person meetings, while others I have not yet had the opportunity to do so. I am profoundly grateful for the warm experiences thus far, and I am eagerly looking forward to the future.

As we move into 2024, I am filled with optimism for the continued growth and success of the Red Angus breed.

Kind Regards,

Eliza Cunningham



Driving profit through heterosis – Opportunities with cross breeding

BY ALASTAIR RAYNER PRINCIPAL RAYNERAG



Across the Australian beef industry, the cost of producing a kilogram of beef varies considerably. Cost of production is an extremely useful tool for any beef enterprise. Producers who are willing to assess their cost of Production are well on the way to understanding what drive profit within their business and can more effectively address issues that are holding the business back from achieving a desired level of production and ultimately financial return.

For a beef business, operating margin is the difference between the average price per kilogram of beef sold and the cost of production per kilogram of beef. The 2023 Australian Beef Report, published by BushAgribusiness has analysed the statistics for northern & southern production systems. Considering average production systems over the past 12 years in northern Australia, the average price per kilogram received has been \$2.82/kg while the Cost of Production (CoP) has been \$2.35. The operating margin for northern systems over that 12-year period is \$0.47/kg.

By way of contrast, the average southern beef production system for the same period received \$2.90/kg sold, while CoP was recorded at \$2.98. Meaning the average production system in southern NSW lost \$0.08/kg.

While the variation between northern and southern production systems over the long term is significant, it is worth noting that these results are for an average production system. A closer look at the data, particularly for those in the top 25% for both regions shows greater degrees of variation again. In the north the Top 25% of producers long term performance showed their average price received was \$2.72/kg. Surprisingly this is some \$0.10/kg lower than that received by the average producer. However, their CoP was also much lower at \$1.59, resulting in an operating margin of \$1.13/kg.

In Southern systems a similar trend is observable. The Top 25% of producers received an average \$2.86 (some \$0.04/kg less than the average) while their CoP was lower at \$2.02. The operating margin for these businesses was \$0.84/kg.

Taking the time to understand the financial position of a business is invaluable before embarking on a program of significant change to a herd or business structure. Production of beef per hectare is actually one of the greatest influences on cost of production and should be one of the key focus points for most producers.

While there are many ways producers can increase their production of beef per hectare, focusing on fertility should be a priority in any system. Fundamentally producers should be focussed on running a breeding herd where all breeding females are capable of conceiving and delivering a calf within a twelve-month period and then raising that calf to weaning while successfully re-joining.

This is an achievable goal for beef producers. However, it does require some focussed management ad careful attention to nutrition as well as a focus on selection and the genetic traits that impact on fertility.

It is possible to select genetics for increased fertility within herds. However, many of the traits associated with fertility tend to be of lower heritability, meaning the environment an animal lives in has much higher influence on how this trait may be expressed. Selection within breed can take a number of generations to significantly change the performance of a herd for traits with low heritability.

Cross breeding offers producers an opportunity to increase the rate of improvement in many traits. The impact of heterosis can be very significant in production traits such as growth or weaning weight. However, the greatest impact is often seen in traits that have



lower heritability. As a result, cross breeding can have a significant impact on improving this aspect of a herd's overall performance and can measurably contribute to improved fertility and ultimately increased kilograms of beef produced per hectare each year.

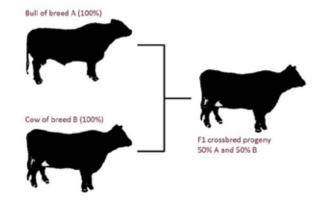
For many producers, cross breeding is not a new concept. However, there can be a reluctance for producers to consider implementing a system in their own business due to perceptions about difficulties in managing a program. These perceptions may include access to replacements, market considerations or loss of adaptability to an environment. To some degree these perceptions are often the result of poorly planned or poorly managed systems. Well-designed cross breeding programs offer significant production improvements. As long as a plan has been clearly defined and well followed the advantages generally surpass any associated challenges that may arise.

Two very effective cross breeding systems are the Two Breed Cross and the Rotational Cross. The two-breed cross is the most common system for many people. It simply involves using a bull from a different breed over the existing cow breed in a herd.

The progeny – known as F1 will display greater levels of production when compared to their straightbred siblings.

This system often results in increases in weaning weight increases of up to 5 -7% compared to the performance of strightbred cattle used in the program.

This system of cross breeding is extremely useful for situations where the cow herd may be well adapted to a given environment. Many producers with Bos indicus bred females in north, central and coastal Queensland



use this method to specifically improve traits such as growth, improved carcase, feed conversion efficiency and vigour trough selecting a sire from a breed with these traits.

The use of Red Angus genetics is increasing in many areas as northern producers seek to improve these traits while retaining a red coat as part of their adaptation to heat. The impact of coat colour and an animal's ability to cope with high temperatures has been well researched. Darker coated cattle are less heat tolerant, and as a result consume less and grow more slowly than lighter coated cattle. The impact of the heat can actually outweigh any advantages that may be gained from a cross breeding program. The choice of a sire is therefore of particular importance in order to ensure these gains are not lost.

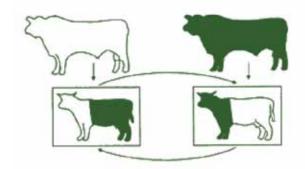
One of the limitations of an F1 crossbreeding system is sourcing replacement females. There is generally a strong demand for F1 females which can be an attractive option for producers, but there can be a reluctance to purchase or to actually source suitable replacement females. In this case it is possible to consider undertaking a rotational or Criss Cross system.

... cont'd on page 16

... from page 15

In this system a breeding herd can be divided into two groups. One group is joined to sires of the original breed, while the second are joined to a new breed.

In the following year those bulls are swapped over to join with the alternative breeding group. Replacement heifers are selected from either group. For maximum impact, at least one of the breeds should have strong maternal traits. These systems can result in production increases of 10 - 20% weaning weights compared to straightbred cattle.



It is important that producers don't focus solely upon the increases

that are possible. The most successful programs are those which firstly follow a clear program. Equally significant is the need to focus on the choice of breeds and selection of sires within a breed. It is true that choosing sires with average performance data (or no data) will still result in heterosis and improved performance in the progeny. However, average cattle will result in only slightly better than average production.

Longer term choosing to select cattle with better than bred average performance data will improve the overall outcome as well as increasing the overall rate of genetic improvement in a herd. The Red Angus data that now includes a Northern Steer Index (NTH) is a very useful tool for producers who are both seeking a sire to use in northern programs as well as for breeders looking to provide bulls into this region.

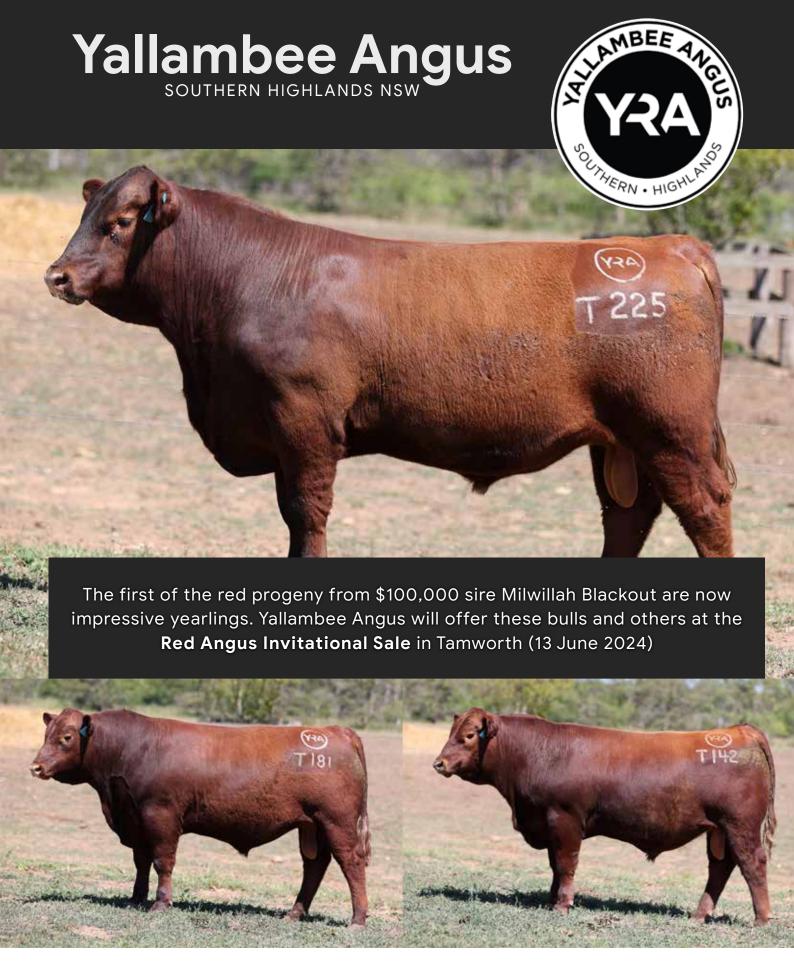
The Northern Steer Index considers the use of Brahman cows as a base, with the heifers being retained for breeding. This is effectively describing the commencement of a rotational crossbreeding program. Ideally producers who are attempting to meet a northern demand for cattle that improve production and eating quality should pay close attention to this index ad to the individual traits that contribute to how it is derived.

A well-designed cross breeding program, that uses above average and well described genetics generally captures improvements not only in increased weaning weights. Traits such as birth weight and gestation length do have an impact on calving rates and ultimately on kilograms of beef produced per hectare. In addition to these advantages, many producers who have struggled to achieve critical mating weights for heifers or to retain body condition scores on lactating cows have observed the superior performance of cross bred cows in these traits to straight bred females. These are important considerations for producers aiming to achieve a 12-month calving interval.

As beef producers seek to find effective and efficient methods to reduce their Cost of Production and increase their operating margins, the opportunities for cattle with accurate and reliable performance data will only increase. Producers will seek to use these cattle not only in strightbred programs, but increasingly in crossbreeding systems for the advantages outlined previously. Longer term the increased variation in weather events, particularly the number of extreme heat events will also influence many producers' decisions on sires and breeds. Its highly likely that breeders who can offer cattle that can at the very least tolerate heat events combined with well described genetics will find their cattle in increased demand.







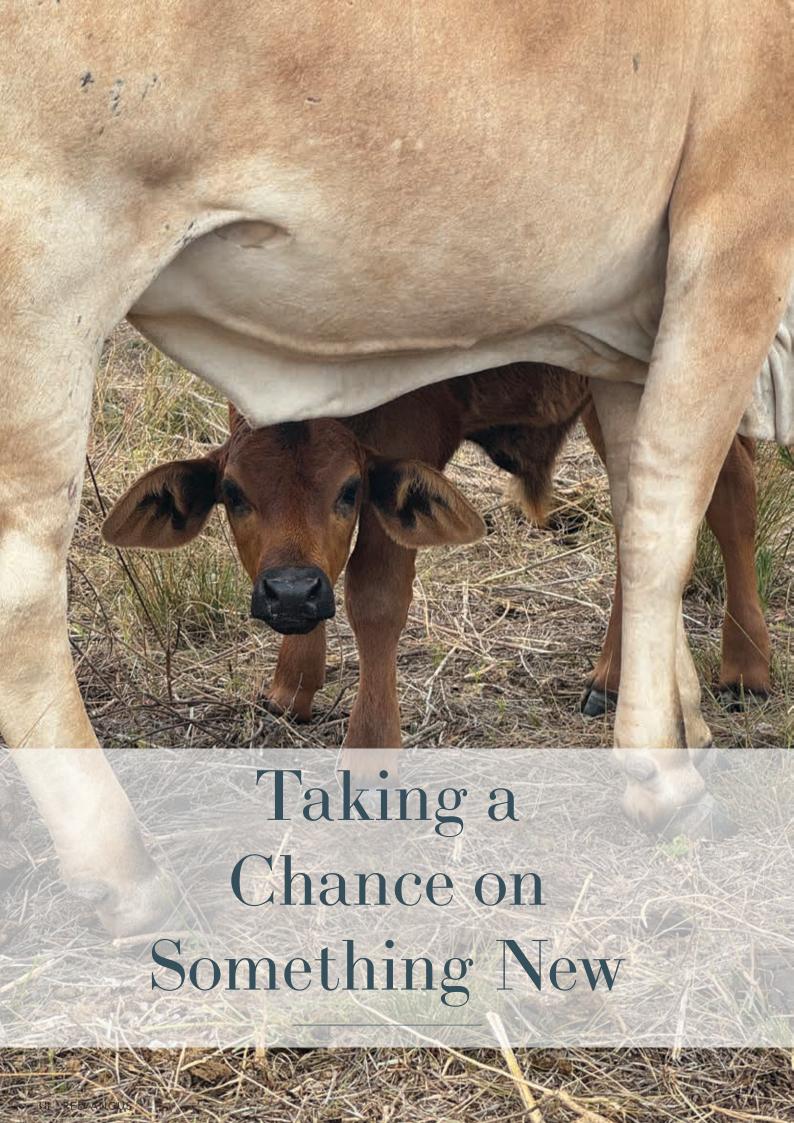
At Yallambee Angus we focus on fertility, structure and carcase traits, without sacrificing maternal function.

Contact David Croker for all enquiries (0405 155 404)

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Burnham Grazing operates in Central Queensland, 30km south of Biloela in the Banana Shire. The commercial beef business is owned and operated by Dan and Emma-Jane Burnham who raise their family and rotationally graze up to 900 head of cattle on roughly 6000 acres of bottle tree scrub which melds into ironbark ridge country.

Rotational grazing with a regenerative focus, Burnham Grazing meets multiple markets with their breed. Burnham Grazing is USDA NOP certified organic and provide a local, online 'Farmer to Fridge' market where they supply multiple local retail outlets with their grass-fed beef as well as sending cattle to either their local processors or feedlot markets as the seasons dictate.

The focus on regenerative grazing means that cattle are a tool in the development and improvement of the natural systems. This means that if the grass is slow to grow, as it is in the current season, the Burnhams will aim to offload cattle to whichever market will provide the best return.

The Burnhams require their cattle to be able to meet multiple markets – to both finish on grass to a high standard and appeal to feedlots.

It is with this fluid goal in mind that the Burnhams began looking at a British bred bull that would produce cattle to meet these expectations. The Burnhams had the goal to prioritize bulls with low birthweights for ease of calving as well as early maturing genetics and for the bulls to share the ability to lay intramuscular fat for the paddock to plate market with their offspring.

This business focus is what led to Burnham Grazing purchasing two grassfed and grass finished Red Angus bulls from the paddock in 2022. The EBV data the David Hobbs and the team at Round-Em-Up was able to provide along with the videos to physically assisted with the decision to purchase. Burnham Grazing were very happy with the resulting calves that landed in the spring of 2022 and went back to purchase three more bulls from Round-Em-Up Angus in 2023.

A majority of the breeder herd has a brahman base from Boogal Cattle Co bulls, to best allow for tick resistance, meet Central Queensland conditions, travel well in forest country as well as ease of management. The Red Angus bulls, not having to come off grain, acclimatized quite well and aside from a possible case of overwork, efficiently fit into the rotational grazing system with the breeders and had no issues moving with the herd.

The Burnhams' are very impressed with the work ethic of the bulls and the cross of Red Angus. From the straight Brahman breeders to Brahman/European cross breeders and the Hereford/ Brahman cross heifers from previous years, the Burnhams' are finding well-presented and muscular calves on the ground with little to no calving issues with the Red Angus influence.

Burnham Grazing plan to keep all Red Angus heifers and back to Brahman to retain for a future breeding herd. Dan, Emma-Jane and their family are looking forward to see how the steer calves present in 2024 on the hook and cannot be more pleased that they chose to try something new with the Red Angus breed.



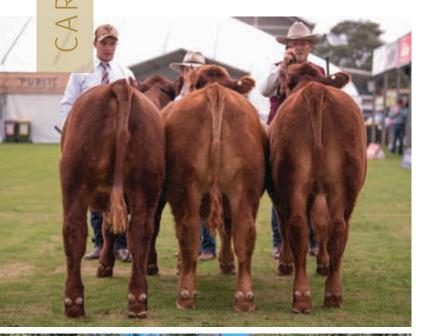








Carcase Worthy Steers







By Lea Coghlan Queensland Country Life

It may pale in comparison to the size of some other beef breeds but there's no arguing Red Angus packs a mighty punch when it comes to carcase traits after finishing a close second in the prestigious Stan Hill Memorial Perpetual Trophy at the 2023 Sydney Royal Easter Show.

The team of three Red Angus steers, exhibited by Redgums Red Angus, Yambuna, Victoria, and White Family Beef, The Lagoon, NSW, achieved 249.84 points, a meagre 0.09 behind first place.

In doing so, the Red Angus team held out more than 150 entries from 11 other beef breeds, proving the carcase quality of the breed.

David Hobbs, a director on the Red Angus Society of Australia, said the achievement emphasised the Red Angus breed's carcase qualities.

"There's been a real emphasis from our board and the technical committee to improve the breed's status when it comes to carcase and meat eating qualities like marbling and fat cover," Mr Hobbs said.

"We have put more emphasis on traits that are going to help other breeds.

"And I think it's starting to shine through.

"We are starting to see a lot more marbling and more fat cover without greatly impacting muscling in the breed.

"I think we've always known that Red Angus can do it.

"It's just a matter of proving it and getting the runs on the board and people acknowledging it."

Cliff and Maree Downey, Redgums Red Angus, owned two of the three-steer team.

Mr Downey said the result was validation for the Red Angus breed, which was gaining popularity in the Australian beef industry.

"There's a lot of people across the country that favour Red Angus," Mr Downey said.

"This is now quantified by results in a prestigious carcase competition.

"This achievement is going to be a great validation for what we've been saying, that Red Angus is at the top or near the top for carcase qualities."

The Downeys have been seedstock producers for eight years, with a focus on carcase quality.

In establishing the stud, the couple drew on their experience in non-agricultural industries - education and project management - and transferred their success using data to drive improvement, to the seedstock industry.

"We wanted a breed that had excellent carcase characteristics Red Angus has," Mr Downey said.

"We did some research and found that the Red Angus performs extremely well in the US with many Red Angus certified feeder steer programs.

"It is huge over there and one of the selling points is its hardiness and ability to function well in harsh environments."

The couple was influenced by the breed's proven success in the US and Canada, where most of the Australian Red Angus genetics are drawn from.

"We take a lot of notice of the Expected Progeny Differences (EPDs) in the US," Mr Downey said.

"In terms of the carcase side, we have focused on US genetics."

As part of their journey to "prove" the carcase traits of the Red Angus to Australian commercial beef producers, the Downeys formed a partnership with a Texas stud, XACT Genetic Ranch.

They collected and imported Fantastic Starr F114 - the sire to one of the steers that formed the successful team at Sydney Royal.

"The steer had an average birth weight but just like the EPDs, he had explosive growth - and fantastic carcase qualities as shown with the result," Mr Downey said.

"He weighed 433kg and was just turning 10 months old at Sydney Royal."

Being part of the result at Sydney Royal Show with the Red Angus breed was particularly rewarding for White Family Beef, The Lagoon, NSW.

The WFB steer, 10.5 months old and weighing 38okg, was the among the first drop of calves by WD Quicksilver, the walking sire for the Red Angus stud owned by 12-year-old Max White.

The steer, which finished with 86.2 points, was part of Max's eight-member show team in the Red Angus exhibition arena.

Max's father, Lee White, who runs a successful Hereford stud, said the family was pleasantly surprised with the result.

"He didn't place anywhere in his hoof class," Mr White said.

"He was at the bottom of the specification because he was so young, so we were unsure how he was going to fare.

"It was fantastic and pretty exciting for our first steer."

Mr White said the result proved the breed was heading in the right direction.

"It shows how competitive the Red Angus breed is," Mr White said.

"That we can match or even breed in a more consistent direction than some other breeds."

As a breed, Red Angus has a number of attributes including high-yielding and superior marbling quality that improve beef tenderness, flavour, texture and meat colour.

Mr Hobbs said Red Angus was one of the most sought-after breeds in America for carcase qualities.

While Australia's industry had not yet reached that status, it was certainly on its way.

"The other great attribute of the breed is that it can tolerate the hotter climates better than probably some of the other breeds," Mr Hobbs said.

"Commercial producers are looking at the breed as a terminal breed or using them in maternal breeding as well."



Working Wonders in Tassie

By Julia Wythers, The Land

A couple of Red Angus heifers in a mob.

This was all it took for Mark Webb to fall in love with Red Angus, and he hasn't looked back since.

Mr Webb, Stuartmead, Whitemore, Tasmania, has been breeding Red Angus for decades, but he came across them by chance.

Mr Webb's main enterprise is finishing prime lambs on his 500-hectare property. But cattle played an important role - following the sheep and cleaning up any feed they didn't want.



RED ANGUS

He originally bought Angus cattle in 2004 from Beltrees Station, Scone, for this purpose. But when he bought his next lot of Angus heifers from Yea, Victoria, there were a couple of Red Angus heifers in the mix.

Mr Webb was intrigued.

"I just took a liking to them," he said. "At the end of the day they are still Angus - just a different colour."

It was more than a liking - he went out and bought more Red Angus breeders, as well as a bull.

At this stage he was running two herds - one Angus and one Red Angus.

But he felt he wasn't running enough of either to do them real justice. So he chose Red Angus.

"Angus are a dime a dozen and we knew we could get back into them easily if we wanted," he said. "But I had a soft spot for the Red Angus."

Today he runs around 120 mature pure Red Angus cows, as well as 30 heifers.

"Their temperament is really good, they have very good doing ability, and they are good shaped cattle. They are very popular - I have repeat buyers wanting to buy the steers," he said.

He said Tasmania was perfect for a grass finishing production. "The Red Angus really suits that particular market."

He buys his bulls from David Croker, Yallambee stud, Berrima.

"What I like about David's bulls is that he is commercially focused," he said. "He breeds good, strong, functional cattle that can go out and compete in a range of environments. His breeding program suits what we are trying to achieve."

When Mr Webb is choosing a bull, he looks at structure first.

"I'm looking for correctness. I look at how he stands, his claw displacement, good strong legs and hindquarters. I'm looking for meat and a good, strong frame."

He then looks for a calm temperament.

Calving starts at the beginning of August for eight weeks, but Mr Webb is aiming to reduce it down to six.

He weans his calves in February or March, with the weaners grazing on pasture that is under irrigation.

"I find the calves, even if the year is tight, they do well getting over the weaning process. I find they outperform the ones that are weaned later."

He sells his steers as weaners on AuctionsPlus, and after selecting the best of his heifers to keep as breeders, he sells them.

Mostly they go to people wanting them as breeders, but they are also exported to China.

"We have had years where the Red Angus have made more than black cattle. They suit our operation. They are good, soft, easy cattle to work with and handle."

Hickory Glazed **Beef Ribs**



Serves 6

Ingredients

1.8kg beef spare ribs

1 cup hickory bbg sauce

300g dried macaroni

1/2 cup natural yoghurt

1/3 cup chopped herbs of your choice

+extra, to serve

300g pre-pack coleslaw

150g green beans, thinly sliced

1 tbsp olive oil

Zest and juice of 1 lime + extra wedges, to serve

Method

1. Rub beef ribs with half the hickory sauce. Place in a single layer on a large baking tray lined with baking paper. Season. Cover with plastic wrap and refrigerate for 1-2 hours to marinate.



- 2. Preheat oven to 160°C (140°fan-forced). Bring ribs to room temperature. Cover with foil and roast for 1 hour 15 minutes to 1 hour 30 minutes or until tender.
- 3. Meanwhile, cook macaroni according to packet instructions. Drain and set aside in a large bowl to cool slightly. Add yoghurt and herbs. Season and toss to coat.
- 4. In a large bowl combine coleslaw, beans, oil, lime zest and juice. Season and toss to coat.
- 5. Preheat a lightly oiled barbecue or char-grill to medium heat. Cook ribs, turning occasionally and basting with remaining hickory sauce for 7-10 minutes or until charred and sticky. Cut into individual ribs and serve with macaroni salad, coleslaw, extra herbs and lime wedges.

Tips

- Marinate ribs in the fridge for up to 24 hours for maximum flavour. To save time cook ribs in oven the day before and finish on the barbecue on the day of serving.
- Beef short ribs can also be used in this recipe around 2-2 ½ hours in the oven, then 10-15 minutes on the barbecue.
- Buy macaroni pasta salad pre-made at the supermarket or deli to save time.
- Use herbs that you already have in the fridge mint, parsley, basil, chives or coriander would all work well.

Recipe courtesy of Australian Beef. For more great recipes and beef information go to www.australianbeef.com.au/recipes



5 Emerging Types of Consumer:

A BREAKDOWN OF MEAT EATERS

BY PAIGE CARLSON, DROVERS.COM

PHOTOS SOURCED FROM RED ANGUS AMERICA

Consumer trends change, and your livestock operation can benefit from understanding how the meat case choices connect back to your operation.

So, what is it that consumers want?

The meat case culture is ever-evolving, and it's changed at a more rapid pace in recent years, according to Midan Marketing's most recent meat consumer segmentation insight report. In its third edition and company's most recent study of shoppers, research aimed to find key consumer-related insights into what consumers want in their meat purchases.

"Between the pandemic and the economic uncertainty that followed, consumers' habits and behaviors have shifted across the board. Understanding the modern meat consumer is integral to offering products that meet their needs and reaching them with relevant messaging," notes the report.

Surveying a national sample of 1,300 U.S. adult consumers who had eaten and purchased meat or poultry in the past three months, Midan Marketing determined five new meat consumer segments and the percentage of consumers in each category.

Here's a look at each segment and their specific purchasing characteristics.

Connected Trendsetters, 14%

Defined by their connection—to the internet—these meat eaters are adventurous, love meat and are interested in trying new things, Midan details. Influenced by what they see online, 75% say they look to influencers for inspiration on what new products to try. This group is the youngest of the segments, with an average age of 37, and are the most engaged with their meat purchases.

CLAIM SEEKERS, 24%

Looking for claims—organic, humanely raised, grass-fed or raised without antibiotics—this group believes in buying meat that they consider to be healthy for their bodies, the meat animals and the planet. Willing to pay more for products that meet their expectations, these customers ultimately look at packaging and labels and are most likely to purchase products from national brands.

CONVENIENCE CRAVERS, 17%

Time is of the essence for these meat eaters—as there is usually not enough time for a sit-down meal with meat and they find it hard to cook meat perfectly, Midan reports. Using online shopping to save time and seeking out value-added meat products are common meat buying patterns for the group. This segment also depends on apps to research recipes and promotions and can be influenced by on-product recipes and in-store displays.

COMMITTED CARNIVORES, 23%

Found sitting down for family meals and cooking from scratch, their love for meat drives their decisions—not label claims or other statements. With 96% saying their entire family enjoys meat and 85% of them can't imagine giving up its taste, this segment is more likely to live in the Midwest and in small or rural towns, Midan says. Often found shopping at traditional retailers, this group usually has a solid plan before entering the store. However, in-store sales, deals and coupons may change that plan for the right price.

CLASSIC PALATES, 22%

Defined by habit, this group is used to having meat in their meals and are likely to stick to what they know. However, 57% of this group feels meat is too expensive right now, leading some to only buy meat when it's on promotion or sale. Influencing these customers may be challenging, Midan explains, as 44% of the group says nothing would influence them to change their mind once in-store.

... cont'd on page 26

... from page 25

More Takeaways From the Research

Regardless of which segment consumers fall under, it's important to understand the desires of those who are purchasing meat whether it's in-store, online or through another avenue.

Of all the consumers surveyed, here are notable statistics found by Midan Marketing:

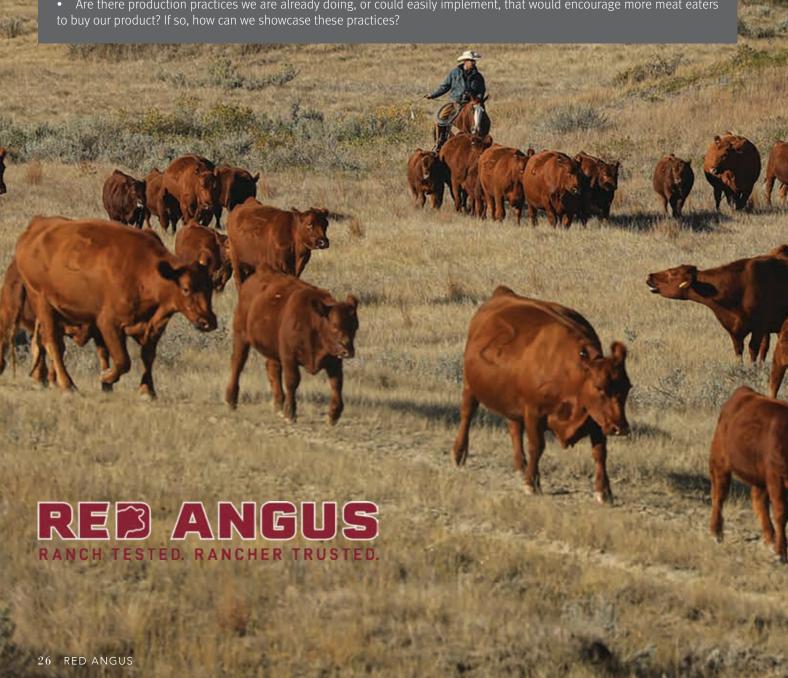
- 50% say meat should only come from farmers that practice sustainable agriculture
- 32% agree that concerns about meat production harming the environment are overstated
- 22% rely on convenient meat products

Of all Generation Z consumers surveyed:

- 37% look to influencers for inspiration for new products to try
- 65% agree a brand's social media presence influences their fresh meat and poultry purchase decisions
- 75% think about sustainability at least some when purchasing fresh meat

With these statistics in mind, these questions may be valuable for your operation to consider:

- As livestock producers, how can we position our operation and promote the product we raise to best serve meat eaters across the U.S.?
- Is there an opportunity for our farm or ranch to help encourage meat enthusiasts to buy our protein at retail stores or directly from the farm or ranch?
- Are there production practices we are already doing, or could easily implement, that would encourage more meat eaters





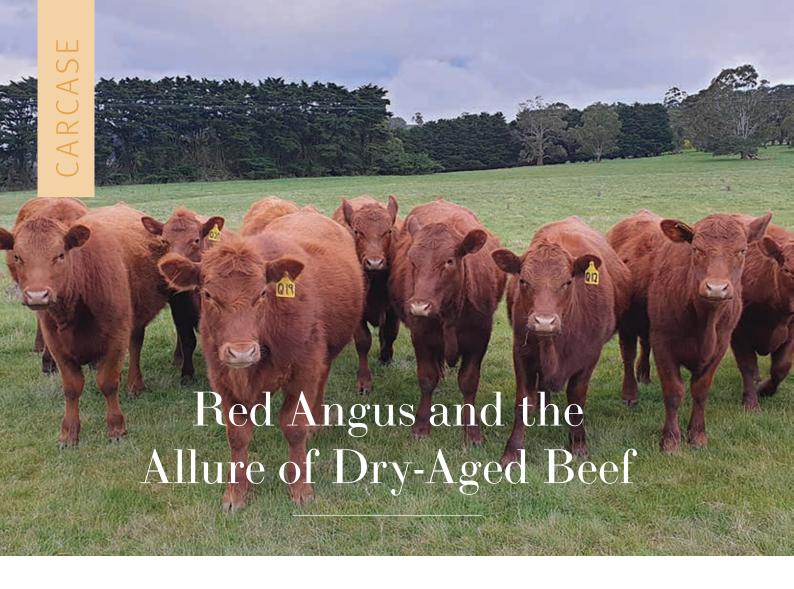












Graeme Bruce and his partner Esther Tay operate a beef, lamb and dry-ageing business on 650 acres just an hour and a quarter north of Melbourne at the picturesque Goldie Valley. Six years ago, the pair moved from Wangaratta where the dry-aging operation was originally established.

Ten years ago, Graeme's attention was caught by an overseas article on the process of dry ageing. The following four years of a general interest and communicating with CSIRO and MLA, Graeme and Esther built a cool room with the intention of creating their own dry aged meat. Originally trialing the process began with their flock of White Dorper Sheep.

Today, Graeme and Esther breed a commercial Red Angus herd alongside their Aussie White flock. Following the 'paddock-to-plate' initiative, Graeme and Esther present pasteurized, dryaged Red Angus beef and Aussie White lamb to a wide variety of customers.

With a Himalayan rock salt wall, scientifically proven temperatures, distinct humidity settings and specified wind speed, the dry-aging room differs from a standard cool room. Graeme explained a simplified production process where the cattle are sent to Hardwicks abattoir. From there, the carcass is transported back to Springhill Park. Once transported, the beef is hung for dry-ageing and is left for 21 days. Graeme ideally would prefer the meat to dry-age for 45 days, however strict Victorian regulations and cost constraints prevent Graeme and Esther from extending their PrimeSafe license for a longer aging period.

After the 21 days, the carcass is dressed by one of the four

butchers employed and cryo-vacced for the wet aging process which is conducted in a standard cool room over 7 days. Once this is completed, the beef is collected by the consumers. Graeme and Esther have a client pool of over 60, with some of their beef going to commercial customers who sell the beef at paddock to plate operations.

The cool rooms currently hold up to six carcasses ranging from 250-350kg at any one time. Graeme and Esther are currently looking at improving their production system and plan on upgrading their facilities to hold up to 10-12 beef carcasses and 20 sheep carcasses. They are currently trialing this expansion.

"The key to success is good people," said Graeme. The couple is extremely mindful of the importance of each small detail and tasks. Using this knowledge influences the effects within the accomplishment of the business production. Due to Graeme and Esther achieving such great success, they continue to offer their facilities to other beef producers. Graeme is proud to report that their facilities are almost completely booked for 2024 with some of their customers travelling up to 3 hours away.

The Red Angus breed fell into Graeme and Esther's path by sheer coincidence. "I have never been a cattle person," said Graeme. The interest in the Red Angus breed initially started back at Wangaratta where their White Dorpers were predominately run. However, as the family moved to Springhill Park, they were quick to learn the terrain was better suited to cattle. During this transition, there was also a change from White Dorpers to Aussie Whites with bloodlines based from Tattykeel bloodlines.













Fortunately, their Stock and Station agent introduced Graeme and Esther to Cliff Downey, Redgums Red Angus. The Springhill Red Angus herd's bloodlines began with the acquisition of 17 Redgums Red Angus cattle. Shortly following this, Graeme and Esther broadened their genetic base by incorporating a bull from Hicks Beef. "We started off there and we have grown and now we have about 130 head," said Graham.

When asked how the Red Angus beef performs, Graeme was quick to advise, "It's really the quality of the genetics that we have. It has translated into the quality of the product."

In July of 2021, Hardwicks Abattoir was purchased by Kilcoy Global Foods Family (KGF). This has created a challenge for Graeme and Esther as the abattoir is beginning to stop processing small batches of livestock, just recently announcing the stopping of producing organic beef. KGF is now leaning into solely producing packaging lines for exported beef. In time, Graeme and Esther will lose one of their steps in production. Future thinking Graeme isn't panicking as he is currently studying the possibility of moving this production step to be held on farm.

As for the future, Graeme and Esther operations are a lifestyle choice. They are currently in succession planning as they expand their travel horizons with plans for overseas adventures. In the meantime, you'll find Graeme and Esther busy keeping up with the demand of orders of high-quality dry-aged beef and lamb.

Year in Review

A Snapshot of the year that was...

After the formation of the youth committee at the end of 2022, we took on our first year of business with open minds and excitement for what we were able to make happen.

While on the surface 2023 presented a quiet year, with the introduction to who we were and our goals at Sydney Royal and through social media, countless hours have gone in behind the scenes to bring some exciting things your way in 2024.

Small in numbers but mighty at heart Red Angus youth members took on Australia, with countless successes along the way. Notably; Jemima Nugent was awarded Reserve Champion NSW state parader, Lydia Sanders was awarded Senior Champion Herdperson at SA Junior Heifer Expo, Maddy Telford bred the supreme Red Angus Exhibit for the 2023 Melbourne Royal show, Ryan Knee had great success in the show ring this year winning Senior and Grand Champion Bull at Sydney Royal, also being awarded Senior Champion Bull at Brisbane Royal. A huge congratulations also goes to our senior members and great mentors within the breed, GK Red Angus for their success in Brisbane and Goondoola Red Angus in Sydney.

2023 was an exciting year for our Junior crew, with members across Australia dominating in all aspects of the beef industry. Congratulations on a great year Red Angus Youth.

What's in store for the coming year?

As we farewell 2023, we are excited to be giving you a sneak peak into what our plans are for 2024. With the new we hope to bring new and exciting opportunities for our youth members. In the new year we will introduce the inaugural SA Junior Heifer Show Scholarship, alongside other scholarships that we are still working to finalise.

We hope to make 2024 a year that will help develop the youth in the breed both in and out of our beef industry. As we look to attract more youth members across Australia, utilising our program to help the youth of tomorrow build their knowledge and skills today.

2024 will bring with it opportunities not yet seen for our youth members in the breed. As a committee we believe that skills and knowledge are gained through experiences and thus plan to give our youth members as many opportunities as possible to gain these real life experiences.

Red Angus is a breed dominated by junior members across the Australian show circuit, and we hope to see a continuance of this into 2024. We wish all our Red Angus breeders the very best for 2024 and cannot wait to see what this next year brings.

Let's make 2024 the best one yet!

SA Junior Heifer Expo

By Lydia Sanders

Just under 200 participants gathered at the Adelaide Showgrounds for the 2023 SA Junior Heifer Expo. The four-day event was a fun, educational event for young beef enthusiasts from across the country to learn more on the beef industry. There were a hatful of Red Angus junior members who attended.

Highlights of the education program included the new Masterchef session, Meat Standards Australia meat quality sessions and the Breeding Betsy simulator. There was an inclusion of recruitment firm Lucas Group in this year's program which gave entrants an inside look at how recruitment agencies can assist with future job searches and how entrants can best present themselves

when applying for positions. Furthermore, all aspects of cattle handling, animal welfare and animal selection were covered throughout the event. Each entrant had the opportunity to show their animals in both animal and handler classes. Not only did participants learn many vital skills, but so many new and old friendships were formed.

The SA Junior Heifer Expo was a great success, and it is very important for the future of the Australian beef industry. Developing the skills and supporting the interests of youth is critical in maintaining a progressive industry. A huge thank you must go to the committee members who put in tireless hours to get the event running. Also, a huge thank you to the sponsors, who not only financially supported the event, but also for taking the time to participate in the education program.

I highly recommend any Red Angus Youth member who might be interested in participating in next year's event to get in touch.





ARCBA Young Breed Leaders Workshop

By Harry Turnham

At the end of October, we were fortunate enough to have our Youth Committee President and Vice President, Charlotte Nugent and Harry Turnham selected as the two delegates to represent the breed at the ARCBA young breed leaders workshop in Brisbane at the end of October. Our Youth Committee President and Vice President, Charlotte Nugent and Harry Turnham.

On the 23rd of October Charlotte Nugent and I travelled to Brisbane to attend the two day Australian Cattle Registered Breeders Association (ARCBA) Young Beef leaders workshop. ARCBA is a council that is run "to provide leadership and support to the Australian cattle seedstock industry to produce and market cattle genetics which improve their viability as seedstock procedures and the profitability of commercial cattle production."

The workshop was intended to help inspire and prepare young breeders for senior management roles within the beef industry. Over the two days we had a range of speakers who were specialists in their fields. From a commercial cattle producer to an Australian gold medallist, I found the workshop extremely beneficial and I gained a lot of knowledge that I will utilise within our Red Angus youth committee.

The workshop was also a great space to get together with future leaders of other breeds and share our ideas with each other on how and where we want the seedstock industry to go in the future. I personally got a lot out of attending this workshop and it's something that I fully recommend to other young breeders to apply to attend. Overall it was a very knowledgeable and enjoyable experience.



Introducing the Newest Youth Committee Member

Lachlan Moore

Lachlan is based the Mid-Coast Region at Langley Vale, NSW where he owns and operates his herd Moorevale Red Angus and operates a fitting service. In addition, Lachlan is also the Stud and Property Manager for Gotcha Speckle Park where he assists in the breeding program, stud marketing and sale preparation.





Lachlan is very driven with his herd. "I will continue to expand our herd without sacrificing our quality and core values. These are to produce maternal, high milking, functional, sleep at night females and masculine, structurally correct, high carcass merit bulls," says Lachlan.

In September of this year, Lachlan broke the Australian record for purchasing the highest selling female at auction, GK Red 624 Dina S2 from the GK Livestock team at the Power of Red Sale, Toowoomba QLD.

Lachlan is very excited to be joining the Youth Committee and help promote the Red Angus Junior Program.

Meet the Youth Committee

Charlotte Nugent - President

Having grown up surrounded by the agricultural industry I cemented my passion for the beef industry from a young age. Along with my siblings I own and operate a small herd of Red Angus

breeders and have been a Red Angus youth member since we established our herd in 2015. I have just completed a Bachelor of Agriculture Business Management through Charles Sturt in Wagga Wagga, and have applied to complete a Graduate Diploma in Communications in 2024, before looking to study a Masters in Agriculture Communications through Texas Tech in 2025. My involvement in the beef industry and especially the Red Angus breed has opened many doors for me, providing me with countless opportunities throughout my short time in the breed. I am a strong believer in the saying that you miss 100% of the chances you never take and with that I am very excited to be a part of a strong group of young people looking to take the breed into the future. Aiming to build youth involvement and opportunities in the breed.

Harry Turnham - Vice President

Being involved in the agricultural industry, in particular the beef industry, my whole life, I have gained a passion for seedstock Red Angus. Purchasing my first Red Angus females in 2015 with my Dad. Since then I have been a proud producer of Red Angus, and I am excited to see what the future holds for the Red Angus breed in Australia. When the five current youth council members came together at the Melbourne Show in 2022 I knew that it was

a great opportunity for us to be part of something special for the Red Angus breed and for the Red Angus breeders of tomorrow. I, like my other committee members, am extremely excited for what Red Angus Youth has in store for the coming year.

Maddy Telford - Secretary

Hi my name is Maddy Telford I am 20 and live in Hay NSW I have been breeding my Red angus since I was 15. I love the red Angus breed for their temperament and how their uniqueness draws attention to them. I am excited to be the secretary of the red Angus youth as I would love to see some more young people passionate for reds as much as I am in the red meat industry. I am excited to see what this group can bring and what new members we can welcome on board.

Angus Llewellyn - Treasurer

Hello, my name is Angus Llewellyn. I have grown up and am living in Keith SA where I am heavily involved with my family's mixed farming operation. Part of this operation we run 180 registered Red Angus breeders, as well as 300 Red Angus commercial cattle. I have been heavily involved with Red Angus cattle since I was four years old when my family purchased the Jillangolo stud. I love Red Angus cattle as they are easy doing, moderately framed and commercially relevant. I believe they offer a lot to the commercial breeder. I look forward to be working with the Red Angus youth in promoting the breed and showcasing what Red Angus cattle have to offer.



Lydia Sanders -General Committee

Hello, my name is Lydia Sanders, I am 21 years old and based in Keith SA. My passion for the Agricultural industry kickstarted from the involvement with my parent's Murray Grey cattle stud. This saw me attending many shows and becoming connected with the beef industry. Fast forward to today, I am now working on a mixed livestock property in the upper South East, and studying a bachelor of Agricultural Business Management online through Charles Sturt University. My involvement with Red Angus cattle began four years ago. I highly appreciate the breed for their easy doing, carcass attributes and temperament. I love being involved with the Agricultural industry, and I can't wait to work with the Red Angus youth members.

(L-R) Maddy Telford. Angus Llewellyn, Harry Turnahm, Charlotte Nugent and Lydia Sanders.





Behind the Scenes with Ruby Red Angus, Wyrallah, NSW



Lydia Sanders and Angus Llewellyn at Melbourne Royal Show



Amelie Martin exhibiting her herd, AKM Red Angus



Tony and Amelie Martin at the Power of Red Sale



Harry and Garry Turnham



Jemima and Charlotte Nugent at Melbourne Royal Show 2023



The Nugents at Canberra Royal show, Grand Champion Red Angus Female, Nuggets Risky Business R1 with heifer calf at foot, Nuggets Tequila Shots T₃



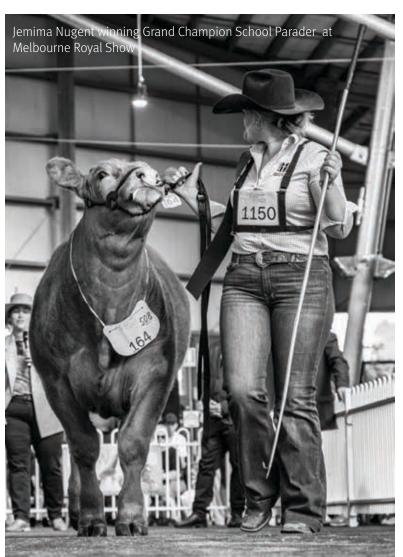
Jemima Nugent Reserve Champion NSW State Parader, Sydney Royal Easter Show 2023



Maddy Telford judging the Interbreed Jackpot Heifer Challenge at Finley Show



Maddy Telford with MGT T₃ Supreme Red Angus exhibit Melbourne Royal Show





Ryan Knee with Barraba Show Supreme Interbred Femal with Yallambee Miss



Ryan Knee with Mellowood 26P Sniper So3



Ryan Knee with the Sydney Royal Easter Show Grand Champion Bull and 2023 EKKA Senior Champion Bull Mellowood 26P Sniper So3



Ryan Knee at the Brisbane Ekka 2023 with Mellowood 1B Miss T MWDS07



Sowing Seeds of Excellence

By Victoria Surridge

The Western R.B. Angus was re-established in 2021 with the inclusion of Red and Black Angus to increase the gene pool although Red Angus has and always will have Victoria's heart. From an early age, Victoria noticed one breed in particular; the Red and Black Angus breed proved their worth every time within enterprises for their exceptional maternal traits, docility, finish ability and meat quality in their own merits and in crossbreeding. This is the motivation to why she choose to breed and registered their family operated Red and Black Angus herd.

Victoria's family's background comes from a beef breeding and feedlot enterprise in the Great Southern of Western Australia. Victoria holds a strong relationship with her parents where they still spend a strong amount of time working together. "I feel very lucky and honoured to have been raised in a farming family and one where my dad taught me the majority of what I know, especially working with cattle in particular. Understanding and reading cattle to respectfully work them and do so under low stress conditions," says Victoria. "[My father] had the patience and time to enjoy life still together all doing what we love. Even now my parents unwavering support in listening to my ideas and plans while continually working with me and the cattle is beyond words, and I am just so appreciative and thankful."

Formerly known as Western Reds Red Angus, Victoria started her stud shortly after finishing high school and earning money within her gap year before studying a Bachelor in Animal Science at university.

"For me, my greatest joy is when I am out in the paddock walking amongst the cattle, talking with them being just as settled and enjoying my company back — often they will come stand right close to me just standing their chewing their cud — it's just magical."

Her love of Red Angus blossomed from observing how well the cattle performed, their temperaments and quality whilst working for her next-door neighbours helping with their Red Angus stud, Balaka Park and feedlot. Shortly after this, the stud started with 6 females selected from the heart of the Jutland Park and Braeside studs.

As Victoria graduated from her Bachelor of Animal Science degree, with First Class Honours and additional units on Feedlot Management at University, Victoria applied and was accepted working as a Beef Development Officer for the Department of Primary Industries, in Western Australia where her main role was improving on farm productivity and profitability working with beef farmers and the adoption of Western Australia's first beef benchmarking program, whilst working on farm at the same time.

"We challenge ourselves in striving to breed cattle that will perform and excel in their natural environments and return maximum profit for us and our clients," states Victoria. With emphasis on breeding cows foremost exhibiting docility and structural correctness (body, true to breed characteristics including udder development) coupled with high maternal traits; (fertility, shortened gestation, unassisted calving, quality milk production) flowing through to performance driven traits to meet the targeted industry objectives for growth and meat quality. "This is what we feel exemplifies the Red and Black Angus breed and forms the mentos in our herd"

When Victoria started her own family – the juggle between managing a stud, a large mixed (cropping, sheep, commercial cattle) enterprise farming business the stud became overwhelming, and Victoria knew she couldn't give the time and dedication the stud required to do her best.

Fast track 10 years later and the time had come when she could finally get back to her lifelong dreams and fulfillment in breeding seedstock genetics. To increase numbers, genetic diversity and improve breeding values the stud has been founded on matrons from the Western Reds Red Angus Stud, Bandeeka, Coonamble, Prime and Gandy females and embryos purchased from Australia and Canada as well as importing new semen to Australia.

"I have a huge passion for the beef industry and in particular breeding cattle with superior genetics that perform all the way



along the supply chain. Being in the driver seat, to select the best genetics and support the expression of these genetics through management of the environment in particular pasture and supplementary feed is a big focus at present."

Recently joining a pasture grazing course, Victoria wanted to gain a better understanding of pasture and management which has led to the adoption of rotational grazing which the benefits from this year in both pasture composition and quality and the flow on effect on the cattle, regarding calf growth and fertility has been huge and for Victoria it's just the start.

Emphasis has always been on collecting data as to Victoria, "Information is knowledge" and armed with knowledge, we can make better informed decisions, track changes and ensure progress is being made in the areas of interest. "We need to know what data we need to collect and what to do with it," says Victoria.

In early 2023, Victoria jumped at the Angus Australia and Achema GENANGUS Leadership Program. Victoria obtained a great opportunity to gain the insight to correctly set the foundation of what she wanted to achieve, reduce distractions and had a create a projection of where she wanted.

"From this program I definitely read a lot more to keep learning and discovering in particular how to be a better person in general and as a leader within my business and industry, as a friend, a family member, with effective communication and listening a huge area of importance within the stud and I highly recommend youth's within the breed to apply next year as it one of the most positive life changing experiences I have been involved in, not just for business and the beef industry but also on a very personal, motivational level." Says Victoria.

Victoria focused on researching Red and Black Angus genetics

all around the world to keep furthering the breed forward and meet their objectives for a high-end quality product.

Since finalising their business plan and breeding objectives, the stud moto has been established to encounter the entire supply chain of "Breeding for Efficiency and Quality. We don't want to just breed for ourselves but for the entire industry and most importantly ensuring consumers rate our beef protein source as one of the highest qualities and most consistent time and time again."

Victoria feels very fortunate and lucky to have had many opportunities growing up through supportive mentors and success at many competitions within beef judging and parading which. These opportunities have allowed her to travel all over Australia. "Now I would like to give back and pass this opportunity on to the youth and support them within the industry so a big part of the studs philosophy will be in taking on responsibilities at her local agricultural society as councillor of the cattle section and provide on farm workshops and training. I am very blessed to have three very enthusiastic little followers behind me who seem to have picked up the skills and knowledge with ease and absolute passion and will be great assets for the industry in years to come," says Victoria.

"Focus going forward will be to increase numbers significantly and genetic diversity, adhere to our business plan and objectives and measure, build on industry relationships, keep learning, researching, and improving on a better annual management plan to capture information and improve decisions, support youth activities, and lastly focus on improving pasture and supplementary feed management to meet the nutritional requirements of the cattle and have lots of fun doing this!"

In finishing Victoria would like to pass on especially to the youth,

"If you really want something you have to be prepared to work for it, believe in yourself and be comfortable in taking risks. Be open minded, grateful, say you can do it to yourself, and you will, look long but play short, and keep taking a step no matter how small and be patient. I look forward to working with fellow breeders to continue the enhancement of this great breed."









Ekka 2023:

International stud cattle judge gives his views on the show industry

By Judith Mazey, QLD Country Life Images sourced from PJ Budler

International stud cattle judge PJ Budler believes the show industry in many parts of the world is "divorced" from the commercial cattle sector and runs the risk of turning cattle into "circus animals".

A guest judge at the Royal Queensland Show's stud beef cattle for the Fleckvieh and interbreed competitions, Mr Budler was raised on a 5th generation cattle, sheep and goat operation in South Africa.

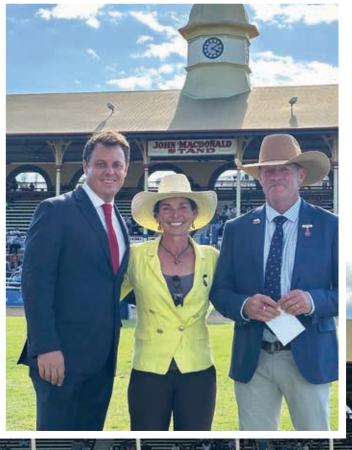
In 2012, he moved to Fort Worth, Texas, where he started work for global company, Trans Ova Genetics, which was recently bought out by Urus, the largest cattle genetics company in the world.

In the past 10 years, Mr Budler has travelled to 106 countries and, following the Ekka competition, will have judged 92 breeds in 43 countries on every continent.

When asked about what he looks for as a stud cattle judge, Mr Budler said he focused on the traits that were profit drivers such as fertility, longevity, functional efficiency and adaptability.

"It's not that I don't look for muscle...and marbling, it's just that those traits are irrelevant if we don't first lay the foundations of the fundamental traits," he said.

"We all want muscle, but we don't want it at the expense of hormonal balance or skeletal structure or athleticism or adaptability to your environment.





"Where I think a lot of industries (cattle breeds) run into problems is where they have this prototype in mind that they think works anywhere, but it's not necessarily adapted to the climate, to the cattle culture or to the market.

"You have to do that fundamental, less sexy work first before you start building on all the traits that everyone markets."

Mr Budler said there had been a divorce between the commercial cattle and show industries in recent decades.

"I think we can have industry appropriate, functioning efficient cattle in the show ring and that would be my advice (to Australian stud breeders) – to keep it real, to keep them sound and keep them industry relevant otherwise they will eventually be like circus animals that come out and entertain people, but have no value in the industry," he said.

"What keeps Australia more on the straight and narrow is the fact that there aren't too many (stud cattle) shows (here).

"For example, in Texas, there's a show every weekend - if you really want to show cattle, you can go to 40 shows a year, but that produces an animal that is not industry relevant."

Mr Budler cited the case of a good show heifer which is "done" after three shows.

He said these specialist show cattle end up being completely different to what would thrive and be profitable and productive in a commercial operation.

Luckily, in Australia, where there were not many stud shows, Mr Budler believes breeders are not guilty of that situation

"It's not like a circus, it's not every weekend," he said.

As to what breed of cattle that Mr Budler prefers, the veteran judge was considered in his response pointing out that when he was in South Africa he had five different breeds – Brahman, Braford, Angus, Hereford and Red Angus.

"When I started out, I was a Hereford guy. I thought everything needed a white face, but you soon learn that there's certain environments that Herefords thrive in and there's certain ones that they really don't ... and I think that applies to all breeds," he said.

"I like good cattle. I like functioning efficient cattle that are adapted to their environment and I don't mind what breed they are - I'm not too dogmatic about breeds."

Mr Budler said he saw himself, in the future, being part of the process of increasing the global initiative of bringing all the cattle breed industries closer together.

"I think if you take just where I have been in the last month... Argentina and the US and then some of the European countries, Australia and South Africa...there's not a lot of communication between those industries, they're guite balkanised and I think there's value in bringing them together from a trade perspective," he said.

"But, also sharing ideas and sharing experiences, there's got to be value in that, I think our industry needs to get to know each other."



ESULTS

Sydney Royal 2023







Results

Junior Champion Female: Goondoola Trickstar T20 (AI) (ET) PSPT20 exhibited by the Powe Family

Reserve Junior Campion Female: Mellowood P500 Sweet Rumba MWDS11 exhibited by the Knee Family

Senior Champion Female: Goondoola Rebel Miss R₃o (Al) (AMF) (MAF) (NHF) (OSF) PSPR₃o exhibited by the Powe Family

Reserve Senior Champion Female: Goondoola Royal Flush R4o PSPR4o exhibited by the Powe Family

Junior Champion Bull: K5X Significant S117 (MAF) (NHF) (OSF) K5XS117 exhibited by S Hayward and K Smith

Reserve Junior Champion Bull: Star Red Sylvester LEJS16 exhibited by Graham and Sandra Jordan

Senior Champion Bull: Mellowood 26P Red Sniper (Al) MWDSo3 exhibited by the Knee Family

Grand Champion Female: Goondoola Rebel Miss R₃o (Al) (AMF) (MAF) (NHF) (OSF) PSPR₃o exhibited by the Powe Family

Grand Champion Bull: Mellowood 26P Red Sniper (Al) MWDSo3 exhibited by the Knee Family

Best Exhibit: Goondoola Rebel Miss R₃o (Al) (AMF) (MAF) (NHF) (OSF) PSPR₃o exhibited by the Powe Family

Breeders Group:

- 1. Goondoola Livestock
- 2. White Family Beef
- 3. Goonoo

Best Maintained Red Angus Team 2 to 5 head: Redgums Tough Guy MCDT6 exhibited by the Downey Family

Best Maintained Red Angus Team over 5 head: WFB Jolley Soo4 (MAF) (NHF) (OSF) WFBSoo4 exhibited by White Family Beef



Results

Junior Champion Female: Goonoo Red Tallulah GSJT1 exhibited by Graham and Sandra Jordan

Reserve Junior Champion Female: Rosemullion Red Tiara (Al) HMDT16 exhibited by Heather Davies

Senior Champion Female: GK Red 624 Dina S2 (Al) (AMF) (MAF) (NHF) (OSF) S02 exhibited by Kirrily Johnson-Iseppi

Reserve Senior Champion Female: Boonyouin Mittagong S26 (MAF) (NHF) (OSF) MAKS26 exhibited by Tony Martin

Junior Champion Bull: K5X Significant S117 (MAF) (NHF) (OSF) K5XS117 exhibited by Graham and Sandra Jordan

Reserve Junior Champion Bull: Goonoo Red Tommy GSJT3 exhibited by Graham and Sandra Jordan

Senior Champion Bull: Mellowood 26P Red Sniper So3 exhibited by the Knee Family

Reserve Senior Champion Bull: Star Red Sylvester (AMF) (MAF) (NHF) (OSF) LEJS16 exhibited by Graham and Sandra Jordan

Grand Champion Female: K5X Significant S117 (MAF) (NHF) (OSF) K5XS117 exhibited by Graham and Sandra Jordan Grand Champion Bull: GK Red 624 Dina S2 (AI) (AMF) (MAF) (NHF) (OSF) So2 exhibited by Kirrily Johnson-Iseppi

Grand Champion Red Angus Exhibit: GK Red 624 Dina S2 (AI) (AMF) (MAF) (NHF) (OSF) S02 exhibited by Kirrily Johnson-Iseppi

Champions of Champions Grand Champion Female of the Show: GK Red 624 Dina S2 (Al) (AMF) (MAF) (NHF) (OSF) So2 exhibited by Kirrily Johnson-Iseppi

Breeders Group

- 1. Mellowood Red Angus
- 2. Goonoo Red Angus

Pair of Bulls: Goonoo Red Angus

Progeny Stakes Group: Goonoo Red Angus

Red Angus selected in the Top 3 Champion of Champions Pair





Canberra Royal 2023

Junior Champion Female: WFT Moo Helena S77 (MAF) (NHF) (OSF) WFBSo77, exhibited by White Family Beef and Moorfields

Reserve Junior Champion Female: Goonoo Red Ting GSJT7, exhibited by Sally Prass

Senior Champion Female: Nuggets Risky Business (Al) NUGR1, exhibited by Nuggets Red Angus

Reserve Senior Champion Female: Goonoo E16 Red Kiss K24 GSJK24, exhibited by Sally Prass

Junior Champion Bull: WFB Spider Monkey (MAF) (NHF) (OSF) WFBS140, exhibited by the White Family Beef

Senior Champion Female: Nuggets Risky Business

Results

Grand Champion Bull: WFB Spider Monkey (MAF) (NHF) (OSF) WFBS140, exhibited by White Family Beef

Grand Champion Female: Nuggets Risky Business (Al) NUGR1, exhibited by Nuggets Red Angus

Supreme Exhibit: WFB Spider Monkey (MAF) (NHF) (OSF) WFBS140, exhibited by White Family Beef

Breeders Group: White Family Beef and Moorefields

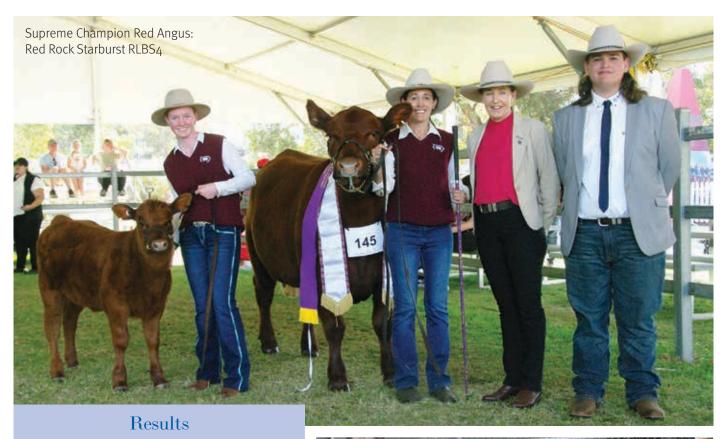


Grand Champion Female: Nuggets Risky Business



Grand Champion Bull: WFB Spider Monkey WFBS140

Perth Royal 2023



Junior Champion Female: Red Rock Tinsel (Al) RLBT4, exhibited by Peter and Rebecca Bantock

Reserve Junior Champion Female: Kildarra Maisey T₁8, exhibited by Trevlyn Smith

Senior Champion Female: Red Rock Starburst (AI) RLBS4, exhibited by Peter and Rebecca Bantock

Reserve Senior Champion Female: Kildarra Floss R10 G6SR10, exhibited by Trevlyn Smith

Junior Champion Bull: Red Rock Thor (Al) RLBT10, exhibited by Peter and Rebecca Bantock

Reserve Junior Champion Bull: Kildarra Twenty One T₁₇ (AI) (MAF) (NHF) (OSF) G6ST₁₇, exhibited by Trevlyn Smith

Grand Champion Female: Red Rock Starburst (AI) RLBT10, exhibited by Peter and Rebecca Bantock

Grand Champion Bull: Red Rock Starburst (Al) RLBT10, exhibited by Peter and Rebecca Bantock

Grand Champion Red Angus Exhibit: Red Rock Starburst (AI) RLBT10, exhibited by Peter and Rebecca Bantock

Pair

- Red Rock Red Angus Stud
- Kildarra Red Angus Stud

Breeders Group of Three

- Red Rock Red Angus Stud
- Kildarra Red Angus Stud





Adelaide Royal Show 2023



Results

Junior Champion Female: Diamond Catch The Red Wood (AI) CFI22T417, exhibited by Christie Fuller

Reserve Junior Champion Female: Jillangolo Cadence T72 AOJT72, exhibited by L & M Llewellyn & Co.

Senior Champion Female: Jillangolo Robbie R81 AOJR81, exhibited by L & M Llewellyn & Co.

Reserve Senior Champion Female: Allira Park Saige (Al) APRSo₃, exhibited by Lisa Hosking

Junior Champion Bull: Jillangolo Transformer T₃₇ AOJT₃₇, exhibited by L & M Llewellyn & Co.

Reserve Junior Champion Bull: Jillangolo Tonight Is The Night T105 AOJT105, exhibited by L & M Llewellyn & Co.

Grand Champion Female: Diamond Catch The Red Wood (AI) CFI22T417, exhibited by Christie Fuller

Grand Champion Bull: Jillangolo Transformer T₃₇ AOJT₃₇, exhibited by L & M Llewellyn & Co.

Grand Champion Red Angus Exhibit: Diamond Catch The Red Wood CFI22T417, exhibited by Christie Fuller

Breeders Group: Jillangolo Reds

Pair of Bull and Female: Jillangolo Reds



Melbourne Royal Show 2023

Junior Champion Female: Diamond Catch The Red Wood (AI) CFI22T417, exhibited by Christie Fuller

Reserve Junior Champion Female: Jillangolo Cadence T72 AOJT72, exhibited by L & M Llewellyn & Co.

Senior Champion Female: Jillangolo Primrose P42 AOJP42, exhibited by L & M Llewellyn & Co.

Junior Champion Bull: MGT Texas T₃ MGTT3, exhibited by Maddy Telford

Results

Reserve Junior Champion Bull: Yuroke Toby (MAF) (NHF) (OSF) SIMTo4, exhibited by Peter Simmie

Grand Champion Female: Diamond Catch The Red Wood CFI22T417, exhibited by Christie Fuller

Grand Champion Male: MGT Texas T3 MGTT3, exhibited by Maddy Telford

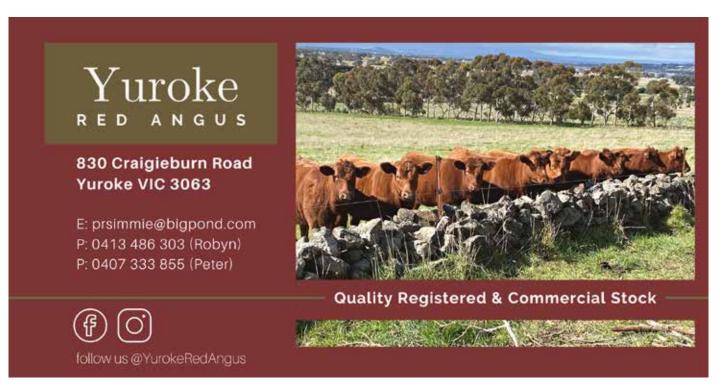
Supreme Exhibit of the Show: MGT Texas T₃ MGTT₃, exhibited by Maddy Telford

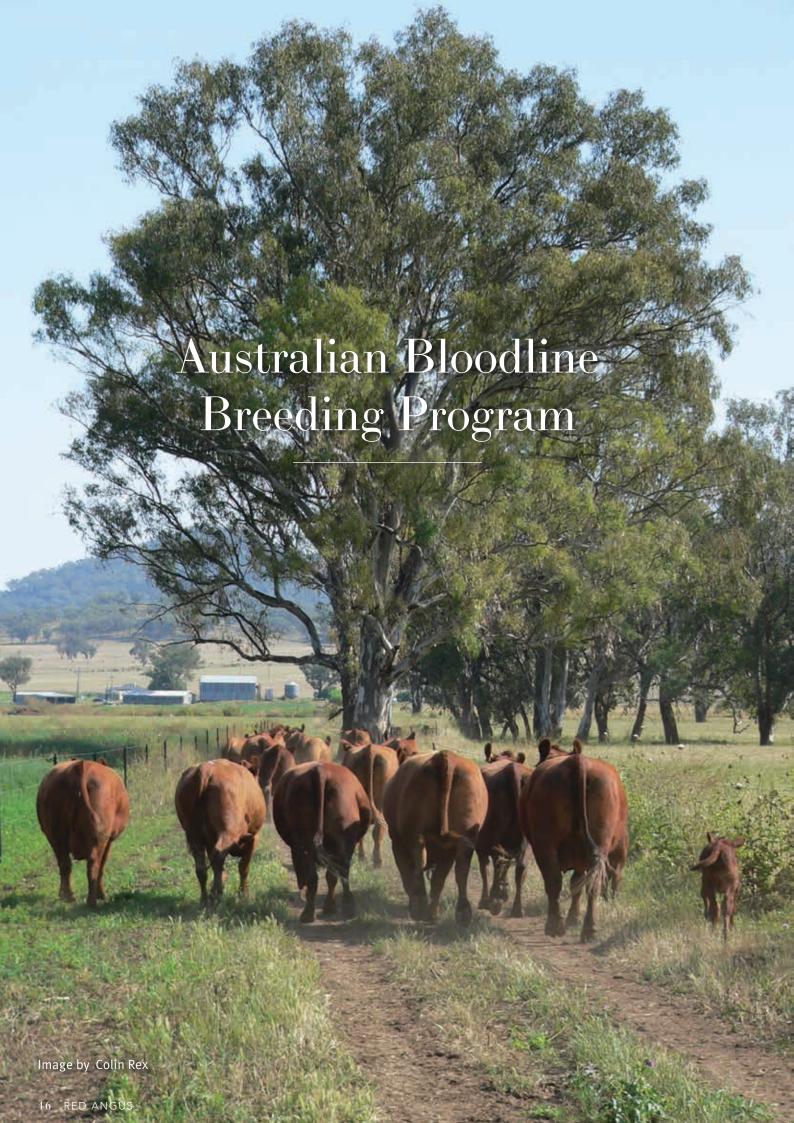
Best two females under 20 months: L & M Llewellyn & Co.

Breeders Group: L & M Llewellyn & Co.

Most Successful Red Angus Exhibitor: L & M Llewellyn & Co.









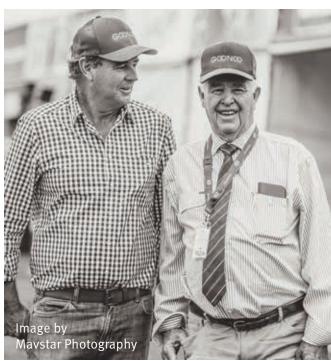


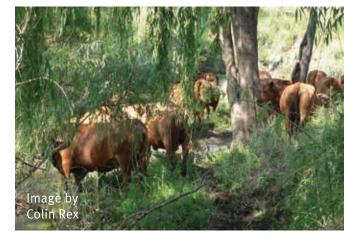


In a seamless transition of generational expertise, Graham and Sandra's son, Wade, along with their daughters, Shaye and Mindy, have assumed the reins of the hay enterprise. This dynamic shift in responsibilities allows Graham the opportunity to oversee and manage the admired Red Angus herd, a task he approaches with the same tenacity and precision that has defined his agricultural legacy.

The Jordan family currently runs 75 cows and replacement heifers, supported by a formidable line of young bulls and three major stud sires. These carefully selected young bulls are going to be available at the 2024 Invitational Bull Sale in Tamworth, NSW and the esteemed Power of Red Sale in Toowoomba, QLD.







In 2008, Goonoo Red Angus was established after the Jordan's made the transition from Simmental to the Red Angus. The foundation of Goonoo's bloodlines can be traced back to the once-dispersed herds of BST in Molong, NSW, and Trevone Park in Menangle, NSW.

"We concentrate on Australian bred bulls, and we have found they handle the harsh Australian conditions." emphasizes Graham. Graham prides himself on presenting strong cattle suited for various landscapes across Australia. This commitment ensures that Goonoo bulls are not only resilient but also well-suited for a diverse range of Australian landscapes.

Recently, the Jordan family introduced a rising sire to their breeding program — K5X Significant S117. This bull sealed the title of Junior Champion Bull at the 2023 Sydney Royal Ester Show, further securing both Junior Champion and Grand Champion Bull titles at the 2023 Brisbane Royal Ekka. Graham's confidence in Significant's potential is firmly rooted in his extensive experience with the bull's dam, Waterfront Design D260, a fixture in Goonoo's precise line breeding program.

Over the past decade, Graham and his family have navigated the challenge that plagues farmers nationwide: drought. As they prepare for the anticipated drought in 2024, Graham's strategic approach involves keeping the core breeding herd intact while incorporating long-term sustainability.

"The Red Angus breed, in our opinion is the complete breed," said Graham. "The female is an unbelievable mother, and using the correct bull has no calving issues." Graham continues to commend the Red Angus bulls for their success in crossbreeding, underscoring the benefits of introducing the poll gene and enhancing overall softness in the herd.

Must Be Reds







The MUST BE REDS sale was inspired by the many regional Red Angus consignment sales in the U.S. such as Reno Nevada. The sale at Barnawatha is run by agents Corcoran Parker who have a long and trusted footprint across Northeast Victoria and Southern N.S.W. Cliff Downey from Redgums Red Angus stud and Jackson Meehan from Corcoran Parker devised the sale and are committed to running it into the future.

The sale is run at the large modern Northern Victorian Livestock Exchange in conjunction with a store sale at the beginning of February. This gives a number of advantages in low overheads, buyer drawing power for vendors and 'Stocklive Online'. Strategically timed, it marks the conclusion of the early store sales and the commencement of the early bull sales for the year. Cattle are delivered late afternoon the day before the sale, can be fed overnight and are sold the next morning.

This event is a good opportunity for a commercially orientated sale, states Mr. Daryl Schipp. The sale incorporates all categories of Red Angus, including registered, commercial and crossbred cattle. Mr, Schipp commented "Cliff [Downey] needs to be applauded for his foresight in bringing the sale together and we hope it keeps expanding."

Mainstays of cattle supplied and ideas for the sale have been Daryl Schipp and Lynden Gatenby. Thus far, the MUST BE REDs sale has averaged seven vendors at each sale and look to increase this number in the future.

Each year the commercial females have outpriced the cattle in the following all breeds store sale. Additional highlights of the registered cattle sold include Schipps Red Wing DC Q17 and calf at foot Schipps Red Topgun DCT90 selling for \$6000. The MUST BE REDS Sale also presented 17-month-old, Diamond Red New Resolution CFI R417 owned by Christie Fuller that sold for an impressive \$9000.

Zoe and Daryl Schipp

"MUST BE REDS Sale has the potential to take on some of the role of the discontinued Red Angus National at Dubbo. The coming sale will include show potential young heifers, a range of registered bulls and females and semen lots," says Cliff Downey.

The next MUST BE REDS Sale will be on the 8th of February once again held at the NVLX Barnwartha Saleyards. An invitation has been extended to young people interested in Red Angus for a morning tea in the NVLX conference room after the sale to find out more about the breed and to have an open discussion. MUST BE REDS Sale will also be showing their support for the Red Angus youth, with all proceeds from a special semen lot to be generously donated to support the Junior Movement.







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Tamworth Invitational Sale

At the 2023 Tamworth Invitational Sale, 19 out of 35 Red Angus bulls sold at an impressive average price of \$11,526. The sale saw two bulls equally claim the top spot, each fetching \$24,000. The first, Yallambee Rolly S76, was purchased by Darren Aitkinson from Marlborough, Qld. The second equally high-priced bull, Goondoola Sweepstakes S26 was sold to South Australian buyer, Aaron Varcoe of Ace Red Angus in Beachport.

The sale featured contributions from prominent vendors, including Gapco Farms, Goondoola, Goonoo, Jindelliston Park, Mellowood, Pine-Villa, Redgums, and Yallambee Red Angus studs.





Red Rock Red Angus Sale

Quality over quantity proved the order of the day at the 2023 Brunswick Supreme bull sale, strong demand from both stud and commercial interest insured that all Red Angus sires offered met spirited competition to realise a top of \$15,000 and an exceptional average of \$9750. Sole vendors Peter & Rebecca Bantock of Red Rock Red Angus put together a team of four bulls that truly showed the breeds strengths of early maturity with softness and maternal strength.

Topping the offering was son of imported KJHT Power Take Off posting exceptional length and carcass with impeccable structure. Red Rock Steiger a bull lightly used by the Bantock's to infuse his quality into their herd demanded attention from both stud and commercial interest eventually being knocked down to a long time commercial Red Angus client for use in a nucleus of high-end Red Angus females.

Red Rocks remaining bulls all by home raised sires sold to strong demand from the commercial sector with many cattlemen and women commenting on the evenness of type across the team with all bulls showing balance of muscle, structure and maternal strength that under pins the Red Rock program.





Kurra-Wirra has had another incredibly successful year, with their recent 'Red Hot' Sale in Blackall, QLD achieving an impressive 96% clearance. The sale saw bulls reaching a top price of \$8,000 and averaging \$4,800. This year's event attracted both new and returning customers, with bulls being sent to various locations including Katherine in the Northern Territory, Julia Creek, and Richmond in Central North Queensland.

The Victorian breeders at Kurra-Wirra place a strong emphasis on breeding cattle with superior genetics, particularly those carrying the highly sought-after slick gene. This gene provides adaptability and versatility to dry and warmer climates, resulting in enhanced fertility, performance, and profitability.

To cater to this specific demand, Kurra-Wirra dedicated significant effort to coordinating numerous private sales. These private sales reached customers in 5 different states across the country, with a large number of bulls being sent to Alice Springs, Katherine, and Roma.

With a herd consisting of 70 registered Red Angus cows, 100 registered Angus cows, and 500 stud Red Angus x Senepol cows, Kurra-Wirra is focused on expanding their registered Red Angus herd for future sales.

In addition to their successful sales, Kurra-Wirra recently made an exciting acquisition at the Paringa Livestocks Red Angus Sale 2023. They purchased the top-priced bull, Paringa Double Decker T28 (HKF22T28), for an impressive \$20,000. T28 is the son of the Angus bull Dunoon Double Up Q201 and a HXC Declaration Cow. He showcases exceptional feet, excellent conformation, and the most balanced Estimated Breeding Values (EBVs) among red Angus bulls on the TACE Analysis.

Overall, Kurra-Wirra continues to excel in the industry, demonstrating their commitment to producing high-quality Red Angus cattle with superior genetics.

Kingslane Red Angus and Magic Valley Beef

On the 20th February 2023, both Kingslane Red Angus and Magic Valley Beef presented 31 bulls for sale at Benger, WA. The sale presented great success with 30 from 31 bulls sold to 21 different buyers making an average of \$8767.

The top priced bull for the sale was Kingslane Stockton S₃6 selling for an impressive \$15,500 to new customer Matthew Jupp, Gingin WA. Kingslane Stockton S₃6 ranks in the top five percent for a number of traits through BREEDPLAN. On the index front, Stockton S₃6 ranks in the top 1pc for the supermarket index and top 10pc for the northern steer index.

Kingslane offered 22 bulls which presented a clearance of 95%. The stud also took honours for second highest selling bull to \$14,000 for Kingslane Sutherland S24 to an undisclosed firsttime buver.

Magic Valley Beef presented a 100% clearance with 9 bulls selling to an average of \$8833. Their top priced bull, Magic Valley Stallone S30 (Twin) sold for an impressive \$13,000 to return buyer Ross Doney, Lagrae, Salmon Gums. Magic Valley Stallone S30 (Twin) was desired for his good temperament and strong figures.

Advance Bull Sale

The Advance Bull sale at Roma, QLD was topped by 2023 Ekka Grand Champion Angus and ACM Sire Shootout Champion K5X Satellite. Stephen Hayward and Kellie Smith had great success with a 74% clearance of 89 of 120 bulls selling to an average of \$9494.

Red Angus came in strong with 13 of 15 of the bulls selling to an average of \$9308. The top priced Red Angus Bull, K5X Strong S131 was sold through Elite Livestock Auctions for \$16,000 to Skye Cattle Co. in Alpha, Central Queensland. The 23-month-old son of Goondoola Never Forget N18, out of K5X Foxy By Design, weighed 934kg, with a 130sq cm EMA, 6.1pc IMF, 42cm scrotal circumference, and P8 and rib fat measurements of 14 and 12mm.



Willandra 35th Annual On-Property Bull Sale

Courtesy Farm Weekly

It was a strong sale for Willandra's offering of Red Angus bulls with a full clearance at auction for an average price of \$10,952. The breed's \$17,500 top price was achieved when Angus and Eliza Llewellyn, Jillangolo Red Angus, South Australia, made the final bid to secure Willandra Seth \$36.

The 872kg bull was the fifth Red Angus bull into the ring and his impressive physical stature was matched with excellent Breedplan performance. The mid April 2021-drop son of Jutland Nino N18 (by Milwillah Marble Bar J53) and a Willandra Cain daughter, Willandra Red Betty L17, ranked in the breed's top 1-5 percent for 200 (+41) and 400 Day Weight (+71), Carcase Weight (+59) and Supermarket Index (+\$61). Mr Llewellyn said their previous Willandra sire Hampton H7 purchased about 10 years ago bred well for them and a lot of their females are by him. He said they first saw Seth S36 on AuctionsPlus about a month prior to the sale.

"Spoke to Peter and Charles about the bull and they praised him, so we made the trip," Mr Llewellyn said.

"It has a bit of grunt and stretch, volume and capacity matching our breeding goals while also being outcross genetics."

An Esperance buyer operating on AuctionsPlus finished the sale with three Red Angus bulls at the top-end of the market from \$12,500 to the sale's \$16,500 second top price.

Return buyer RE & OM Treasure & Sons, Wandering, bid the next

highest price of \$14,000 late into the Red Angus run for a mid-April 2021 born Jutland Nino son. Regular buyers of top Red Angus bulls, McVay Pastoral Company Pty Ltd, Esperance, went to script with three bulls costing from \$10,500 and to a top of \$13,500 twice.

A new northern Wheatbelt buyer was influential with four bulls clerked to their account for a strong \$11,250 average for sons of Memphis and Willandra Lord (both by Willandra Highmark). Other multiple accounts were Preston Downs Farming Co, Esperance, two bulls at \$10,500 each and Oceanview Corp Pty Ltd, Coolup and Waters Avondale Grazing Co, Bridgetown, also with two bulls.



Hicks Beef Bull Sale

Hicks Beef have an Autumn and Spring Bull Sale annually.

This year's Spring 2023 sale sold 93 Composite and Red Angus bulls for an average of \$10,311, with 100% clearance. The 20 Red Angus bulls sold to a top of \$17,000 twice; to Kevin & Libby Heggen, Vic, and Wonga Hills, Qld. The Spring 2023 Red Angus sale bulls averaged \$11,541.

The Autumn 2023 sale offering of 62 Composite and Red Angus bulls achieved a 100% clearance for an average price of \$9,500. 14 Red Angus bulls sold to a top price of \$18,000 to J.C. & D.P. Hall, Vic, The Autumn Red Angus bulls averaged \$8,760.

We wish to thank the many successful bidders and under bidders for their solid support in 2023.





Paringa Bull Sale

51/57 yearling bulls sold 21st September on property Auction Yea

Three Paringa Red Angus bulls sold to \$20,000 with an average of \$9666, and three Red Angus Stabilizer bulls sold to \$16,000 with an average price of \$13,333.

Top priced Red Angus Paringa Double Deck T28 sold to Kurra Wirra, Culla Victoria. The bull was sired by Dunoon Double Up Q201 and out of Paringa Red Declaration Q74. Paringa T28 will be marketed by World Wide Sires Beef Australia.

Hillston Red Angus

Hillston Red Angus had a successful year in the commercial market. On the 5th of January 2023, Hillston Red Angus Sired Steers sold at the Mount Barker Saleyards for \$1692 a head and weighed an average of 407kg.





Power of Red Sale

2023 saw the ninth Power of Red Sale be held at the Toowoomba Showgrounds on the 8th of September.

Considering the outlook at the time the sale was held, the sale committee of Maryanne Kearney, Tony Martin, Heather Davies, Stu Greenwood & Kirrily Johnson-Iseppi felt the sale was a success. Females topped at a record breaking \$25,000 and bulls topped the sale at \$20,000 twice. With a near total clearance.

Thirty-seven bid cards were registered on site with a further fortyfour online bidders registered through Elite Livestock Auctions. 37 from 39 bulls sold to average a respectable \$8432.

Special congratulations to Kirrily Johnson-Iseppi and family, GK Livestock, Dalby, QLD for breaking the National record of highest selling female at auction. All eyes were on the 2023 Brisbane Royal Show Champion Interbreed Female, GK Red 624 Dina S2 preg scanned in calf to Boonyouin Red Sunset S20, as she was purchased for \$25,000 by Lachlan Moore, Moorevale Red Angus, Langley Vale, NSW.

The first top price bull to sell on the day was Keen Edge Solo S3 (AI) ALBS3. He was offered by Alan & Lucie Brown Keen Edge Red Angus, Pittsworth, QLD and was knocked down to Redline Cattle Co for \$20,000 via Elite Livestock Auctions. Solo is a 24-monthold son of trait leader Red Fine Line Mulberry 26P. The Brown's sold two bulls to average \$13,500.

The second high selling bull for the day was GK Red Targaryen T10 (AI) (ET) GK T10 a 13 month old calf by New Canadian Sire, Red Wheel Stark 67G offered by original vendor GK Livestock. T10 sold to Bellfield Grazing Trust at Bauhinia, QLD also for \$20,000.

The Second top price bull in Power of Red IX was offered by long term vendor Maryanne Kearney, Boonyouin Red Angus. Boonyouin Stewie S21 a rising two year old son of Rosemullion Red Magellan, was selected for \$19,000 by Samarai Grazing Co. Roma Qld to be used over their high quality Red Brahman cow herd.

Repeat buyers Matthew and Melissa George of Eskdale Cattle Co. Qld, put together a draft of three bulls for an average price of \$12,666. Their purchases included new vendors Mellowood Red Angus, the Knee Family's Sydney Grand Champion bull, Mellowood Red Sniper for \$16,000 and Ki-Eyrie Red Angus, Katherine Lee Borg's 24-month-old son of HXC Allegiance, Ki-Eyrie Scotch for \$13,000.

Col Partington, Redbull Red Angus, Harlin Qld, purchased Round-Em-Up The Night for \$16,000 off new Power of Red vendors, David & Ashleigh Hobbs, Round-Em -Up Red Angus Molong NSW. This bull will be used over Gelbvieh heifers to create Red Balancer progeny (Red Angus x Gelbvieh)

Thanks also to our other vendors whose highlights included:

- Rosemullion Red Angus: Heather Davies, selling her Ekka placegetter, Rosemullion Red Strongman for \$11,000
- Greenwood Park: Stu and Di Greenwood, sold 21-month-old Greenwood Park Sampson for \$11,000
- Moorevale Red Angus: New vendor and Junior member Lachlan Moore selling his class winner from the Ekka & his sole entry GK Talk's Cheap for \$12,000
- Goonoo Red Angus: Graham and Sandra Jordan and granddaughter Lucy Jordan sold their Ekka Reserve Senior Champion bull Star Red Sylvester for \$8000.
- Palmview Red Angus: Old Chairman Tony Martin, sold his two bulls for a \$5000 average.
- Jillibry Red Angus and Pledge Red Angus: Congratulations to New Queensland vendors Julie Brophy, Jillibry Red Angus and Linda and Phil Matthews, Pledge Red Angus who both sold their yearling bulls on their vendor debut.
- Yallambee Red Angus: David Croker, who sold the top priced embryo lots on the day to Tony & Karen Martin.

The heifer portion offered in the sale sold for an average of \$6,500 and 100% clearance. The successful bidder of the high priced heifer was Lachlan Moore, Moorevale Red Angus who purchased GK Red Ruba 67 T11 (Al) GK T11 for \$13,000. This female is a 12 month old daughter of Red Wheel Stark and the Beef 2021 Champion cow, GK 1B Platinum Ruba P26.

Keen Edge sold two joined heifers to new stud Rough Rider Reds, Biarra QLD. Rough Rider Reds also purchased the high-priced



semen lot for \$450/straw for a package in Breedplan trait leader and Sire of the record priced cow, Red Cockburn Assassin 624D.

Thanks to all invited vendors who participated this year, Colby Ede and his team from Nutrien, Colby has been with us right from day one and has always supported the Power of Red Committee and vendors.

"Again, we have a great team of people who pull together to put this sale on, so thanks goes out to all of them. We also have great sponsors who help us to make ends meet. Thank you to our major sponsor, Legacy Livestock," said Tony Martin, Queensland Red Angus Chairman.

"Last but by no means least, we would like to thank our buyers and bidders. Many of them come back every year to make new purchases. They are clearly keen to inject the great genetic strengths of our breed into their breeding programs. As breeders we need to do all we can to keep them coming back by continuing to breed the cattle they need for their programs, be that either stud or commercial," says Tony Martin.

The original Power of Red sale committee was formed in 2014 by Maryanne Kearney, Kirrily Johnson-Iseppi, Stuart Greenwood and Craig Gapes and under the guidance of studstock agent and auctioneer Colby Ede, Nutrien Toowoomba. We were all very passionate about getting a Queensland State, multi-vendor sale up and running.

The first sale was held on the 19th of September 2015. This sale debut saw an Australian female record broken in the 1st Power of Red Sale by GK Red Maple 26 H33 for \$20,500, sold to Nobbs Cattle Co. Duaringa QLD. This national record stood until it was broken this year by GK Red Dina 624 S2.

The sale is held annually every September in the Toowoomba area of Queensland. Firstly, it was held at the Headingly Sale Complex at Clifton, but then after running into a couple of years of rain and severe storms in our outdoor setting, we moved



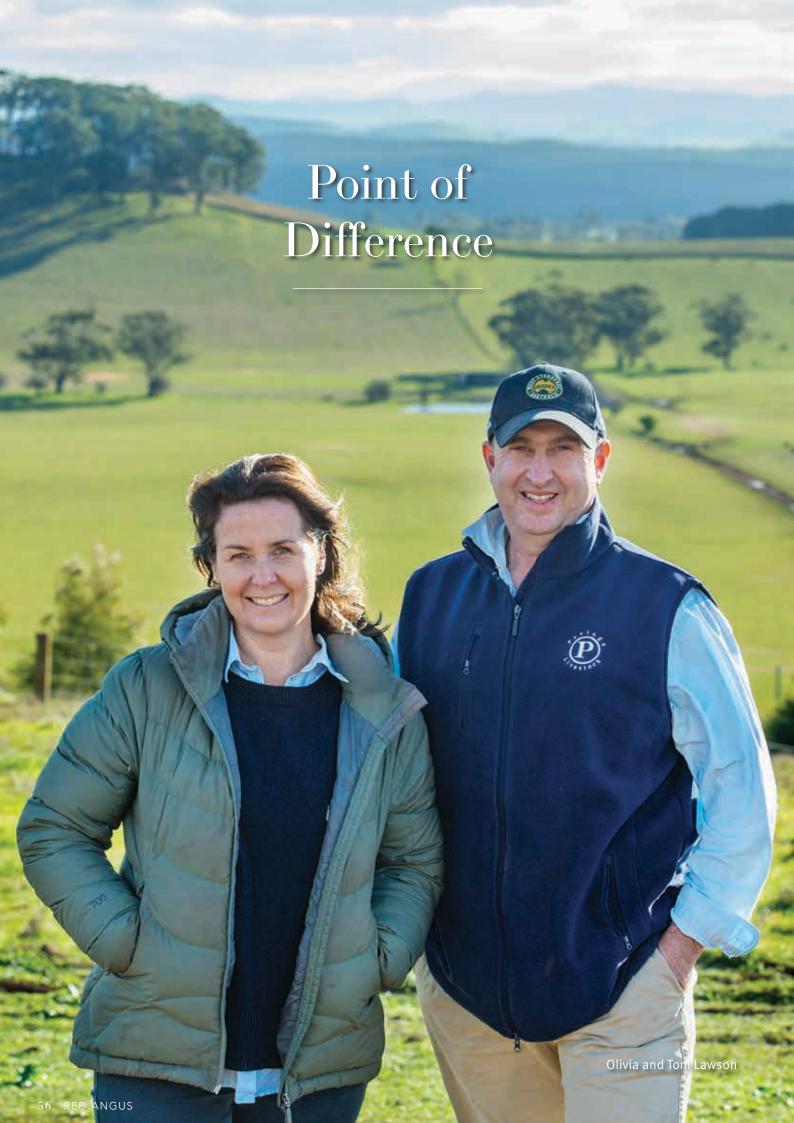


the sale to the Toowoomba Showgrounds, under cover at the Equestrian Pavilion.

"After Covid lockdown in 2020 and having to have a video only sale, we decided to change the format slightly and continue the sale as a video sale, with all the cattle displayed on site for viewing, but not running them physically through a sale ring," said Kirrily Johnson-Iseppi. "This idea has worked very well for all, reducing both the stress on the cattle and the labor required to handle the live lots on sale day. This frees up all the vendors and agents to be able to watch the auction."

"September 14th, 2024, will see our Qld Group and sale committee hold the 10th Anniversary of the running of the Qld Red Angus- Power of Red Sale. We have moved the sale on a week later than usual and look forward to welcoming fellow Red Angus Breeders and enthusiasts in person or online to help us celebrate this milestone," says Kirrily Johnson-Iseppi.





The journey of Paringa Red Angus and composite Red Stabilizer® program began almost 30 years ago. While Tom was working in USA after finishing up his final year studying at UC Davis, Colorado, USA, he was fortunate to spend time visiting and working with established Red Angus breeders such as Buffalo Creek, Beckton, McPhee, Leachman, and Ludvigsons and saw first-hand the commercial maternal success of the breed in the USA. This period sowed a seed of passion for red cattle.

Upon returning to Australia to his family seed stock business, Tom could see the advantage of Red Angus across all environments and production systems. Since then in Australia, we have seen Red Angus add fertility and MSA quality into the north, whilst in the south add maternal strength and grass finishing ability.

The Paringa Reds' point of difference began with the discovery that black Angus legend, Sayre Patriot son's Butherline Patriot and VIP Lord Patriot (unknowingly at the time) carried the red gene. Through their introduction of TeMania genetics, Paringa were able to secure foundations of elite Red Angus animals TeMania New Design V254, and TeMania Viceroy V130.

These females were the foundation to TeMania Red Label and Paringa Iron Ore E27 who continue to feature in many elite Angus sires which have excelled in the Angus Australia Progeny Test program. At that time, Paringa identified elite Red Angus cows descended from California, with the most successful being the Lawsons Make My Day W582 line, who produced Paringa E128.

The main goal into the future is to increase the Paringa Red Angus offering to meet strong demand, while continue customized adapted breeding programs for specific clients using the Red Stabilizer® herd base. In the future, the Red Stabilizer® cattle will develop to contain a higher % Red Angus content, as breeding herds look to optimize MSA feedback along with growth, yield and weaning percentages.

Originally formed in the 1970's, the Stabilizer® was developed by Leachman Cattle Company at Fort Collins, Colorado, USA. Working alongside the Meat Animal Research Centre, Nebraska, a composite breed was created from 25% Angus, 25% Hereford, 25% Simmental and 25% Gelbvieh. The Stabilizer® offers low birthweights and increase post-weaning gain, improved meat quality and maternal traits to create a high performing animal for commercial beef farmers.

The main focus of Paringa's Red Angus clients is: kgs beef /hectare, while they are generally open to cross breeding, and are supplying high quality grass finished cattle into the domestic market, Paringa's breeding goals have not changed since inception; aiming to produce balanced cattle that breed high quality carcase and excel at adaptation and stayability.

"We are excited about the future of pure and infused Red Angus cattle in Australia, with exciting genetics coming through our system, while the demand for adaptable, profitable maternal cattle has never been greater." Tom Lawson.







Achieving Production Goals Through Understanding **Energy Requirements**

By Adam Turnbull Senior Livestock Production Advisor Elders NSW

Efficient performance is one of the most key production goals an enterprise strives to achieve yet many enterprises underestimate or simply don't measure their COP (cost of production). One of the most common shortfall areas is simply not knowing the maintenance requirements of the class of livestock as well as underestimating the quality of available pasture.

Despite energy requirements being an extremely important part of production, they only seem to come to mind in dryer times or when stock start slipping. They should be a focus point throughout the year as they change with seasonal conditions and gestation timelines.

So how do you determine the Energy requirement?

A good rule of thumb for the maintenance requirement of a dry cow is 10% of Liveweight +5ME. Therefore, a 450kg = 10% x 450kg = 45 + 5 = 50MJ.

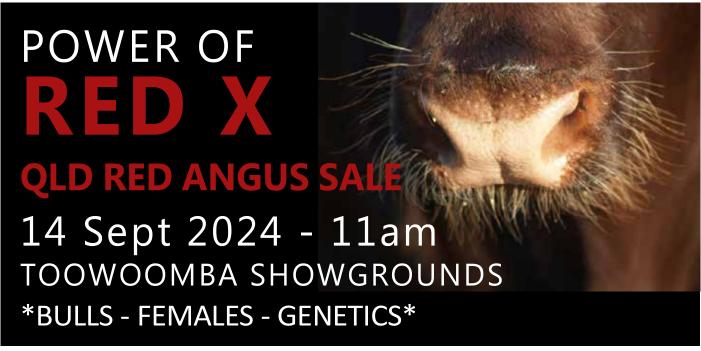
This is important to know as during lactation, the energy requirements will lift as high as 90MJ with 5MJ required for each litre of milk produced for the calf. If these requirements are not met it can severely impact the cow/heifer ability in returning to oestrous impacting the following years income.

Where Energy requirements fall short an early weaning program is a highly efficient option as lactating cows require at least 1400g of crude protein (or 14% of the ration). Weaners have a higher protein requirement (16 to 18%), however once weaned the dry cows can be maintained on a lower protein (around 8%) diet. This will increase efficiency as a 150 kg weaner requires a lot less total protein than a 450kg cow and 150kg weaner unit. Protein is often the most expensive component of the ration.

Determining the requirements and knowing the value of the pasture or feed ration through a basic feed test enables enterprises to measure and meet their livestock requirements and achieve performance efficiency.







Aa Solutions

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Find us on Facebook: QLD RED ANGUS SALE

Red Angus Selection Index Frequently Asked Questions

With the recent release of updated selection Indexes for Red Angus BREEDPLAN, Dr Boyd Gudex of ABRI Extension Services and BREEDPLAN has provided answers to some frequently asked questions (FAQs).

What are Selection Indexes?

Selection Indexes assist beef producers make "balanced" selection decisions, which account for all the relevant growth, carcase, fertility and efficiency attributes of each animal to identify which are the most profitable for their particular commercial enterprise. Like breeding values (EBVs), selection index technology is a well-established (first described in 1943), science-based methodology that is used in many livestock species around the world. Selection Indexes provide an overall "score" of an animal's genetic value for profit for a specific production system and are calculated based on weightings placed on individual traits that are deemed to be important for that production system. As such, Selection Indexes reflect the costs of production as well as the short-term profit generated by a bull through the sale of his progeny and the longer-term profit generated by his daughters if retained.

Should the Red Angus Selection Indexes be used as the only selection criterion in a herd?

No! Although selection indexes provide valuable information regarding an animals overall genetic merit for a production system, BREEDPLAN recommends using selection indexes as part of a selection strategy which also includes other selection tools (e.g. EBVs and visual assessment).

There are multiple reasons why selection indexes should be used in conjunction with other selection tools. The first is that an animal needs to be structurally sound and fertile, regardless of their figures. The second is that these indexes have been created for typical production systems in which Red Angus bulls are used in Australia. Therefore, breeders are encouraged to 'personalise' their selection criterion for their own herd and

production environment by setting EBV thresholds independent of the selection indexes. For instance, a herd may place a higher emphasis on calving ease if they have a high proportion of heifers than normal. Lastly, while selection indexes account for most traits of importance to cattle breeders, there are some that are not currently included (e.g. docility).

What is the recommended method for incorporating Selection Indexes in animal selection?

By initially shortlisting animals using an appropriate selection index, beef producers ensure balanced selection for traits important to their production system. Other selection tools (e.g. EBVs and visual assessment) can then be used to refine the selections. The initial steps of this process can be all conducted in advance of the bull sale or other selection event.

The BREEDPLAN Guide to Animal Selection methodology (link via QR code) contains the following four steps:



The BREEDPLAN best practice guide to animal selection is to:

- 1. Identify the selection index of most relevance to you.
- 2. Rank animals using the chosen selection index.
- 3. Consider the individual BREEDPLAN EBVs of importance.
- 4. Consider other traits of importance.

Further information is available in the 'Using Red Angus Selection Indexes' tip sheet (refer page 66) or in the Help Centre on the BREEDPLAN website. Advanced users may also choose to create personalised selection indexes for their own herd via www. breedobject.com .





Can selection indexes be used to help determine the relative value of animals in a sale?

Selection indexes are expressed as "net profit per cow mated". For example, if we compare a bull with an Index of +\$60 with a bull that has an Index of +\$30, we can estimate that the difference in net profit from the progeny of the bulls would be:

- = $\frac{1}{2}$ x difference in Index
- $= \frac{1}{2} \times (60-30)$
- = \$15 per cow mated

(Note: We need to multiply by ½ because only half the progeny's genes come from the sire, the other $\frac{1}{2}$ comes from the cow)

If these two bulls were each joined to 200 cows during their breeding life, the difference in their selection index values would equate to a \$3000 (200 x \$15) difference in profitability between bulls.

Why do Selection Indexes require updating?

With the value of the cattle and the costs of production being a significant component of each selection index, these need to be updated periodically to reflect any economic changes that may have occurred. These revisions must also reflect the anticipated changes expected in the coming years as this is when animals breed using the new indexes will have their genetic potential realised (for example, it will be many years before any daughters of a bull purchased tomorrow will be able to express their maternal genetics). Updating the selection indexes also takes advantage of any recent improvements to the BreedObject software that is used to create the indexes. Like BREEDPLAN, research into improving the BreedObject software is ongoing and thus new selection indexes will reflect the recent improvements made in the software.

How are BREEDPLAN Selection Indexes created?

The selection indexes reported by BREEDPLAN are created using BreedObject (www.breedobject.com) and are based on the profitability of the cattle enterprise as it is a consistent objective, unbiased and quantifiable. BreedObject models typical production systems where Red Angus genetics are utilised, then evaluates the importance of each trait to profitability and applies the appropriate emphasis to each EBV in the selection index. By analysing all potential sources of costs and income in each production system, the selection indexes account for both sides of the profit equation with the costs of production, as well as the short (sale of progeny) and long-term profits (daughters as cows) possible through selection of superior genetics. Considerable input from Red Angus producers and other beef industry personnel was utilised during the development of the new selection indexes.

Where to find more information on the Red **Angus Selection Indexes**

More information on selection indexes, including how best to use them is available from the Help Centre on the BREEDPLAN (https://breedplan.une.edu.au/help-centre/). includes the following tip sheets:

- Introduction to Selection Indexes
- A BREEDPLAN Guide to Animal Selection
- Using Red Angus Selection Indexes
- Technical Specifications of the Australian Red Angus Selection Indexes

More information on the BreedObject software used to create the Red Angus Selection Indexes is also available from:

- The BreedObject website www.breedobject.com
- Beef Improvement Federation (BIF) conference presentation search BIF Walmsley on YouTube

If you have any further questions regarding the development and use of the Red Angus Selection Indexes, please contact Dr Boyd Gudex at boyd.gudex@abri.une.edu.au or o2 6773 1711.



Using Australian Red Angus Selection Indexes

Selection indexes assist beef producers to make selection decisions that take into account the relevant growth, carcase, fertility and efficiency attributes of each animal to identify candidates whose progeny will be the most profitable for a particular commercial enterprise. Selection indexes provide an overall indication of an animal's genetic value for profit in a specific production system/target market and are calculated based on weightings placed on individual traits that

are deemed to be important for that production system.

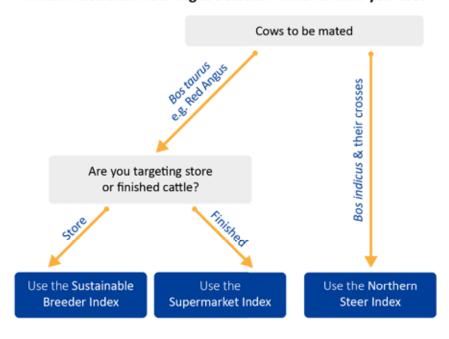
The weightings are calculated using BreedObject software that analyses all sources of costs and income for the production system represented by each selection index. As such, selection indexes account for both sides of the profit equation and reflect the short and long term profit possible through selection of superior genetics. For example, short term profit can be generated by a bull through the sale of his progeny, and the longer term profit generated by his daughters in a self-replacing cow herd.

Best Practice Guide to Animal Selection Using Australian Red Angus Selection Indexes

Incorporating selection index information into breeding decisions takes the hard work out of trying to decide how much emphasis you need to put on individual EBVs when determining which animals you want to retain in your herd or purchase. The recommended strategy for selecting animals is to complete the following steps:

- Identify the selection index of most relevance to your or your client's breeding objectives. This decision should be aided by the index descriptions at the end of this document and the following flowchart.
- 2. Rank animals on the chosen selection index. This can be done via the web search facility available for the breed.
- 3. Consider the individual BREEDPLAN EBVs of importance. All breed level selection indexes are designed for the average of the production system specified in their description. This means that individual farm environments and management choices may require that their own

Which Australian Red Angus Selection Index should you use?



thresholds are applied. For example, if looking for a bull to use over heifers, particular attention should be paid to Calving Ease and Birth Weight EBVs.

4. Consider other traits of importance. Structure, fertility (e.g. BULLCHECKTM), temperament, genetic conditions and pedigree are all important additional considerations.

Further information is available in the A BREEDPLAN Guide to Animal Selection tip sheet that can be found in the Help Centre on the BREEDPLAN website.

Available Australian Red Angus Selection Indexes

The Red Angus Society of Australia currently reports three different selection indexes. These are the:

- Sustainable Breeder Index (SB)
- Supermarket Index (S)
- Northern Steer Index (NS)

Each selection index is reported in units of net profitability per cow mated (\$), and targets the following specifications:

TIP SHEET



SUSTAINABLE BREEDER INDEX (SB)

- Commercial herd targeting weaner production.
- Heifers are retained so maternal traits are important.
- This index aims to reduce mature cow size in the breed while increasing early growth.
- Steers are marketed as store weaners or yearlings.
- Carcase quality is still of importance to allow the option of finishing at later ages.

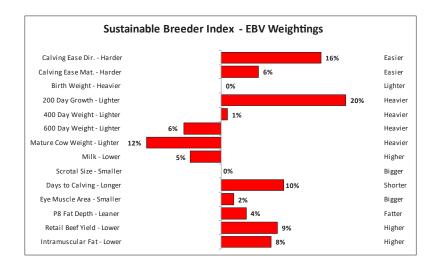
SUPERMARKET INDEX (S)

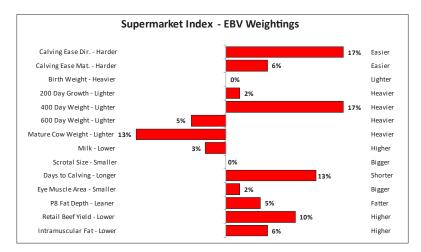
- Commercial herd targeting the domestic supermarket trade.
- Heifers are retained so maternal traits are important.
- Steers are finished on either grass or grain.
- Steers target 550 kg live weight (305 kg HSCW & 11 mm P8 fat depth) at 21 months of age.
- Carcase quality is of importance.

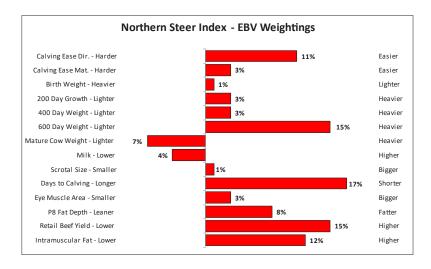
NORTHERN STEER INDEX (NS)

- Commercial herd targeting the export trade.
- Bulls used over a Bos indicus or Bos indicus cross cow base.
- Progeny typically finished on grass.
- Steers target 640 kg live weight (350 kg HSCW & 11 mm P8 fat depth) at 27 months of age.
- Carcase quality is of importance.

More detail on the trait and EBV emphasis for each of the selection indexes described above is available in the Australian Red Angus Selection Indexes: Technical Specifications tip sheet that can be found in the Help Centre on the BREEDPLAN website.







If you have any further queries regarding the Australian Red Angus Selection Indexes, please do not hesitate to contact staff at your BREEDPLAN processing centre.

WORLD AND BIEBER ANGUS





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WIDE SIRES

PARTNERS FOR YOUR SUCCESS

World Wide Sires were lucky enough to visit Bieber Red Angus Ranch during their 2023 beef tour.

"We were blown away by their large-scale operation.
We enjoyed learning about Biebers traditional practices when branding their cattle, and the wealth of knowledge Craig Bieber had to share with us about his sire lines, and the progression Bieber has achieved for the Red Angus breed worldwide." — WWS Beef Team

The WWS beef tour also got to lay eyes on some spectacular calves sired by Bieber Blue Chip and Bieber Jumpstart. The following text is a summary from Biebers about the Ranch and the work they do.

BIEBER RED ANGUS is a family-owned seedstock operation with roots in registered Red Angus cattle out of north central South Dakota. Our experience in the beef cattle industry goes back over 50 years, where our herd was founded with proven cows from leading breeders. Today, we raise and sell performance-based bulls and females with focus on strong maternal and carcass traits. We are dedicated to producing profitable cattle and progressive genetics in a commercially oriented system.

Our program revolves around our customers' needs. What does that mean?

We focus on producing cattle that meet the ever-changing demands of the industry.

We don't breed the same cattle today that we bred in 1986 or 1996 or 2006 or 2016; and we won't breed the same cattle in 2026 that we breed today. We strive to provide well-balanced cattle with strong maternal traits, which is a priority in the Red Angus breed. We want well rounded females that are good uddered, functionally sound, and reproductively fertile while also boasting

a solid structure, a quiet disposition, and sustainable performance.

PERFORMANCE

Performance is the cornerstone of our program. We constantly search for the right EPD combination that exhibits solid performance from birth to harvest. We firmly believe that EPDs work when the data and calculations are correct. It is our job as producers to be as accurate as possible when submitting our registered data to the association because accurate data results in accurate EPDs. We want to help our customers make the best decision possible when purchasing cattle, and that is why we work diligently to collect, analyze, and submit our data with as much integrity as possible. Our naturally born calves are raised with no creep feeding so that the weaning and growth data they exhibit in their EPD is a true reflection of the actual performance of the animal. Not only that, without creep feeding we can see the true productivity of the dam as well, which helps us make the best culling decisions for our herd.

STRUCTURALLY SOUND

Structurally, we require the animals in our herd to be correct on their feet, legs, and hooves. Our operation has been concerned with solid foot structure as long as anyone in the Red Angus breed. To some degree genetics play a part in the problem, but some of the time it is the environment in a herd that exacerbates things. To point to the genetics alone is not enough, we need to be aware of the environmental conditions that help express the problem.

FUNCTIONAL UDDERS

We believe that in order for an operation to be successful, you need to have females with good functional udders. We want the calf to be able to get up and suck shortly after birth without any problems. That being said, sometimes the pursuit of the picture perfect udder can be as detrimental as not culling bad udders quickly enough. Ultimately the udders need to be functional and trouble free.

PRODUCING GREAT CATTLE

We are continuously working towards producing the best animals possible. We often get the question, "What is the

best sire you have produced?" That's a difficult one to answer, because we have been very fortunate to produce a lot of great cattle. We are always trying to make our herd better, and we often think the next great one is being tested. Great sires produce a lot of greater progeny. In our experience, the great ones are also often quickly outdone by their sons and daughters who proliferate the population.

Many sires are right for their time because they offer something that the population needs in that moment. Some stand the test of time, but with the tools we have now we have the ability to make the right mating to move the generation forward.

BIEBER RED ANGUS STATS - 2023

- 900 active dams calving through two seasons; January - March and May -June
- 468 breeding bulls and 205 breeding females marketed across five production sales
- 100 embryo transplant calves weaned
- Number 38 on Beef Magazine's Seedstock 100
- Four generations of the family involved in the operation







NSW

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animal listings in the one spot!

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66 RED ANGUS



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Registration Trends

Top Red Angus Sires for progeny born 2021-2023

A.I Sires

122 ANGHKFK146 PARINGA RED PILBARA K146 HRAN30 HICKS MARBLE BAR N₃o PSPL25 GOONDOOLA LATITUDE L25 89 ANGVTMZ1023 TE MANIA RED LABEL Z1023 88 ROUND-EM-UP THE NIGHT Po12 DAHPo₁₂ 80 USAM1619642 3SCC DOMAIN A163 58 MILWILLAH MARBLE BAR J53 ANGNJWJ53 HRAQ39 HICKS ORACLE Q39 48 WFL PROFITMAKER E7030 USAM3775477 USAM960383 LJC MISSION STATEMENT P27 USAM3494198 HXC DECLARATION 5504C 41 HRAR95 HICKS RINGER R95 41 USAM769756 OLC CHATEAU K465 CANM1689128 RED SIX MILE GRAND SLAM 130Z USAM4048310 EGL FURY 8100 USAM3525459 36 KJHT POWER TAKE OFF CANM1788640 RED DOUBLE B BULLSEYE 1B RED TOWAW ORAZI CALIDAD 130Y CANM1669302 CANM1942328 RED COCKBURN ASSASSIN 624D 34 USAM1597069 MCPHEE TROPHY 36 RED DKF RAZOR 55C 31 CANM1877389 RRAV20 RRA THE NIGHT 28 CANM1859022 RED LAZY MC TRADITION 111C 27 USAM3494126 HXC ALLEGIANCE 5502C CANM2044017 RED U2 DOMINION

74 RED ANGUS

Natural Sires

132	3LWP013	TRONAR PACIFIC TIDE
64	Z7JN18	JUTLAND NINO
63	JWCM65	KINGSLANE MITZI
61	PCSP52	WILLANDRA PARAGUAY
53	3LWNo93	TRONAR NEUORPUR
52	3LWP146	TRONAR POPEYE PETE
49	B00Po28	BOOTE HILL PEPPER
48	PCSN92	WILLANDRA NIFTY
47	PCSP61	WILLANDRA POKEMON
46	PCSP ₃ 8	WILLANDRA PANTHER
46	3LWM175	TRONAR MYALUP
39	JWCL34	KINGSLANE LOOTAH
36	3LWQo31	TRONAR QUID Qo31
32	HRAQ74	HICKS BLACK PROPHET Q74
31	HRAN27	HICKS RED LABEL N27
28	JWCQ6	KINGSLANE QUILL Q6
26	PWWH29	WOLLUMBI HERO
26	E4NP29	WYNDARRA APPROVAL P29
25	ANGVSNM41	STRATHEWEN ALL IN J46 M41
23	E4NM36	WYNDARRA STEW M ₃ 6
22	AOJG77	JILLANGOLO GET UP AND GO
21	PCSQ39	WILLANDRA QUALIFY
20	NVRL524	NEERIM VIEW LEVERAGE
19	JWCN78	KINGSLANE NEBRASKA N78
19	PGPG66	GAPRCO RED GUNSMOKE G66
19	HMDM17	ROSEMULLION RED MAGELLAN
19	PCSM14	WILLANDRA MEMPHIS
19	JWCQ105	KINGSLANE QUETTO Q105

mage: Zoe Schipp,





www.willandrafarming.com.au



Offering 28 High Quality Red Angus Sires - JBAS8

SALE CATALOGUE ON-LINE AT WWW.REDANGUS.ORG.AU

Free Delivery within WA on all bulls purchased at auction

50% rebate on freight of bulls purchased interstate

Peter & Jenny Cowcher (08) 9885 6014 0428 169 630 willandra@westnet.com.au

Charles & Beryl Cowcher (08) 9885 6058 ccowcher@westnet.com.au









ENQUIRIES WELCOME

Calendar of Events 2024

January

10th - 14th Angus Youth National Round-Up, Tamworth NSW

28th Raedean Reds Open Day for

Stock and Land Beef Week

31st Schipps Beef Open Day for

Stock and Land Beef Week

February

8th MUST BE REDS Sale, Barnwartha VIC

23rd-25th Royal Canberra Show

29th AMPC National Beef Carcase Competition

Nominations Close

March

7th Hicks Beef Autumn Bull Sale

8th MLA Bred Well Fed Well Workshop

hosted by Paringa Livestock

22nd-31st Sydney Royal Easer Show24th Yuroke Red Angus Sale

April

1st-2nd Sydney Royal Easter Show

11th Schipps Beef Production Sale - Inspection Day #1 13th Schipps Beef Production Sale - Inspection Day #2

19th Shipps Beef Production Sale18th-20th Royal Toowoomba Show

May

5-10th BEEF Rockhampton, QLD

June

4th-6th Farm Fest

13th The Invitational Sale, Tamworth, NSW

August

9th-10th Brisbane Royal (EKKA) Show Stud Beef Judging

31st Royal Adelaide Show

September

1st-8th Royal Adelaide Show

4th Hicks Beef Spring Bull Sale

14th 10th Annual Power of Red Sale, Toowoomba.19th Paringa Livestock Spring Yearling Bull Sale

21st-28th Perth Royal Show 26th-30th Royal Melbourne Show

October

1st-6th Royal Melbourne Show 24th-26th Royal Hobart Show

All shows throughout Australia can be found at the following website https://agshowsaustralia.org.au/





The PROOF IS IN THE NUMBERS

20 STgen laboratories located in 15 different markets using sex-sorted semen

50 Million sexed sorted semen units have been produced at ST labs in the past 10 years around the globe

More than 20 million calves born producing the most advanced sex-sorted semen

Ultraplus

Committed to the Australian Industry. Proudly operating two sorting laboratories in





Carcase Competitions in Australia in 2024

Oueensland

May Beef Australia Rockhampton

August Brisbane Royal Show

New South Wales

April Sydney Royal Easter Show May Wingham Beef Week

October Upper Hunter Beef Bonanza, Scone

Northern Territory

July Alice Springs Show

Victoria

April East Gippsland Field Day September Melbourne Royal Show

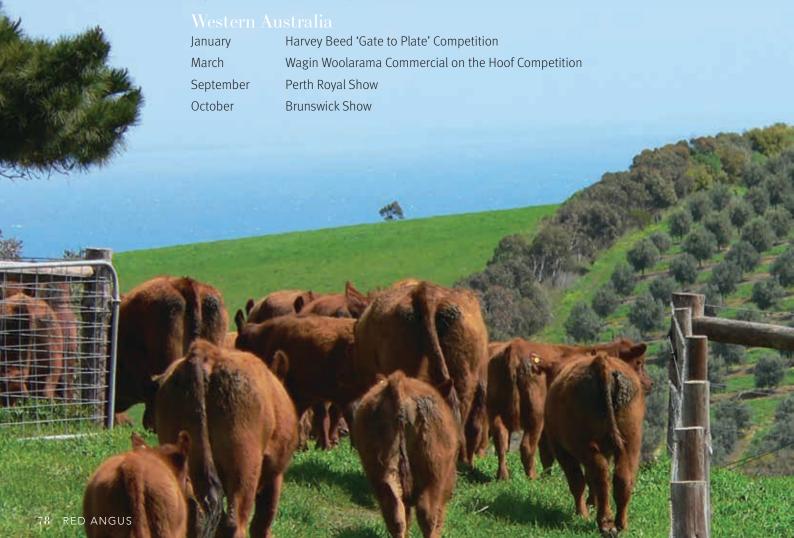
Tasmania

December Circular Head Trade Cattle Carcase Competition –

Trophy for Rex Frankcombe Memorial

South Australia

September Adelaide Royal Show



Wholegrain Beef Sausage Rolls



Serves 4

Ingredients

300g beef mince

- 1 onion, diced
- 1 carrot, diced
- 1 zucchini, grated
- 1 garlic clove, minced
- 1 tablespoon parsley,
- chopped
- 1 teaspoon BBQ spice mix (bondiharvest.com recipe)
- 1 egg
- 2 sheets whole grain puff pastry, cut in half or 4 wholegrain wraps
- 2 tablespoons milk
- 1 tablespoons sesame seeds

Method

- 1. Pre-heat oven to 200
 - °C and prepare a baking tray by lining it with baking paper.
- 2. Add mince, zucchini, onion, carrot, garlic, parsley, spice mix and one egg into a mixing bowl and mix until well combined.
- 3. Split the mince into four equal portions, using clean hands. Remove one quarter and roll it into a sausage then place on the long edge of your pastry.
- 4. Roll pastry or wraps around the mince sausage and place seam side down, cut into three. Repeat this with
- 5. Place your roll onto a baking tray, brush with milk, sprinkling with sesame seeds and bake for 20-25 minute until golden and crispy.
- 6. Let cool on a cooking wrack for 5 minutes before eating.

remaining mince and pastry.



Recipe courtesy of Australian Beef. For more great recipes and beef information go to www.australianbeef.com.au/recipes

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50 RED ANGUS BULLS FOR SALE

All independently assessed by well known industry identities

11am THURSDAY 13 JUNE 2024

TAMWORTH REGIONAL LIVESTOCK EXCHANGE



Lincoln McKinlay 0400 552 458 Brian Kennedy 0427 844 047

Paul Dooley 0458 662 646

David Croker 0405 155 404 Ross Anderson 0487 471 431 Nicole Skipper 0421 242 019





GONO RED ANGUS

✓ AUSTRALIAN BRED FOR AUSTRALIAN CONDITIONS! INTERNATIONALLY
RENOWNED JUDGES
CONTINUALLY CHOOSE

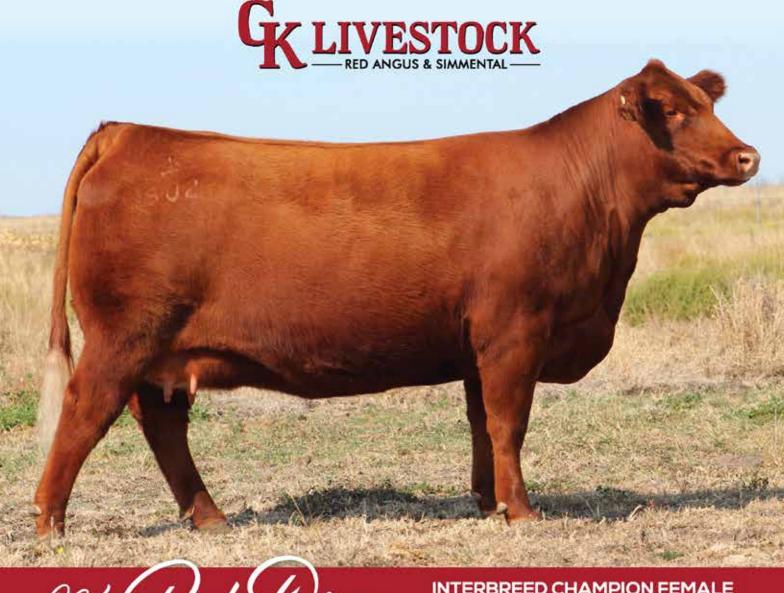
THE GOONOO BREEDING PROGRAM

The Goonoo Breeding Program

HITS THE TARGET



2023 WINNER! Supreme Champion Bull Ekka & Junior Champion Bull Sydney Royal



gk (Ked L)ina
624 502

ID: GK SO2 • SIRE: ASSASSIN 624D

INTERBREED CHAMPION FEMALE EKKA 2023, AT 30 MONTHS

NEW AUSTRALIAN RECORD PRICE FOR A RED ANGUS FEMALE AT AUCTION \$25,000 TO MOOREVALE RED ANGUS



GK Red Targaryen T10 ET (11 mths)
Sire: Stark Dam: Diamond Mist M16
Sold for \$20,000
In Power of Red IX to Bellfield Grazing



GK Red Cherok T15 (10 miths) Sire: Magellan M17 (Kodiak 3A) Dam: Cherok Q2 (Tradition) Retained in herd



GK Red Ruba 67 T11 (12 mths)

Sire: Stark Dam: Platinum Ruba P26

Sold for \$13,000

In Power of Red IX to Lachian Moore



GK 149 Time's Up T12 ET (14 mths). Sire: Red U-2 Reckoning Dam: Platinum Ruba P26 Sold for \$18,000 to Mellowood Red Angus

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WWW.GKLIVESTOCK.COM FIND US ON FACEBOOK: GKLIVESTOCK

Teams reserved for: Rockhampton's Beef 2024 MAY 2024 Brisbane Royal Ekka AUGUST 2024

Power of Red X Sale, Toowoomba 14 SEPTEMBER 2024

Red Angus yearling bulls, and Red & Black Simmental yearling bulls, females and genetics are available for private sale on farm.