

THE SOUTH DEVON

NEWSLETTER 63
AUGUST 2018

PRESIDENT'S MESSAGE

With winter all but behind us and spring just around the corner the next generation of South Devon calves will be beginning to arrive. Hopefully Mother Nature will play nicely now, after a few fairly trying months for most!

It was great to see such strong bull sale results around the country this year and I would like to congratulate the Breeders on the quality of young sires on offer with a good number of them being transferred.

This year's AGM was held in Feilding with just over half the Society's Breeding Members attending. It was the first year, in recent times, that there was no Expo or Breed Tour for it to coincide with. The Board of Management had asked members for suggestions as to possible venues but with none forthcoming Feilding was chosen as it gave access to PBB staff and facilities reducing costs to the Breed Society.

The 2019 AGM will be hosted by Canterbury and planning is already well under way.

Fraser McKenzie delivered an obituary for the late John Holt who passed away in December 2017. John was a Life Member and a real stalwart of the Breed Society who will be missed greatly.

The dates for the 2020 World Congress Tour of New Zealand were set and these will be disclosed in an article in the newsletter.

During the meeting criticism was levelled at the Board of Management for a general lack of communication with members. Ultimately the responsibility for that lies with me and I concede we could have done things differently, taking the points raised on board. Communication is a two way street and I would like to take this opportunity to

remind members we welcome your input and any Board member is only a phone call or email away.

Lanise Robertson retired from the Board being replaced by Fraser McKenzie. I would like to thank Lanise for her contribution; she was a valued member of the team. I look forward to working with Fraser and welcome him.

I would like to thank those members who nominated potential sires for the Beef + Lamb NZ Genetics Beef Progeny Test. It will be interesting to see which sires, if any, the panel select and then to watch how those sires progeny perform against other breeds. I understand, in the future, there is potential for a female South Devon cattle herd to be involved also.

The Board, in conjunction with Pivot Design, have just begun an upgrade of the Breed Website so we need photographs and articles from you the members. In order for social media to be effective it needs to be current and its content updated regularly. It is global advertising that is free to you.

We are also currently reviewing the Breed Society's constitution, ensuring it is still fit for purpose, given the advances in genomics and advice from PBB.

I wish all members the best with calving and look forward to receiving any feedback, ideas or suggestions.

Kind regards,
RICHARD VAN ASCH *President*

SHOW RESULTS

WANAKA SHOW



HEIFER CALF

6th Java Tonka Jean

BULL 2 YEARS AND OVER

1st Java Gum Tonka

RESERVE MALE CHAMPION

Java Gum Tonka

NORTH OTAGO SHOW

YEARLING BULL

1st Java Spike

SUPREME CHAMPION BEEF ANIMAL

Java Spike

SALE RESULTS

KAIMOA

19 of 20 bulls sold for an average \$6,275. Highest price \$11,000 twice

LOCH LOMOND

3 of 6 bulls sold for an average \$3,500. Highest price \$6,000

WAINUKA

4 of 6 bulls sold for an average \$3,600. Highest price \$4,000

BURTERGILL

9 of 10 sold for an average of \$6,222. Highest price of \$9,500

2020 WORLD CONFERENCE

At the last World Conference and Tour held in South Africa, it was decided New Zealand was to be the next destination. SDCSNZ has been asked to organise the next World Conference and Tour to be held in 2020.

The Board and Members had at length discussions on this matter at our last AGM. Dates have now been set.

Starting in Christchurch, 10th November 2020 and finishing in Auckland 3rd December 2020.

The conference part will be held in Palmerston North on the 24th and 25th November which will also include our 50th Birthday (50 years since SDCSNZ was formed)

The tour is an opportunity for us as members, to showcase our breeding programmes and animals to South Devon breeders from all over the world, not only our cattle will be showcased, it also gives us the perfect opportunity to show off our beautiful country, scenery and places of interest.

A5 NOTEPADS



\$5 each plus gst and postage.

Just get in touch with
Lindy to order yours.

E: lindy@pbbnz.com



LOCH LOMOND



LINE-UP OF KAIMOA SALE BULLS

"BREEDPLAN" VERSUS \$ PROFIT

David Leese "Davelle South Devons"

Australian South Devons Newsletter No#2 April 2018

To start let's look at both –

BREEDPLAN is a genetic evaluation system for beef cattle. BREEDPLAN produces Estimated Breeding Values (EBVs) for cattle for a range of important production traits.

\$Profit is a multi-breed index that tells you which calves make you the most profit, from birth to slaughter if you retain ownership and keep replacements. \$Profit is provided Leachman Cattle of Colorado (LCoC).

Already there is a difference, as BREEDPLAN is the evaluation system, whilst \$Profit is an index of an evaluation system developed by LCoC.

I was part of the Technical Committee which developed the South Devon Indexes. These Indexes combine all available data on measured traits (where EBVs are produced) to produce market specific outcomes – Vealer, Supermarket and Export. A dollar value is calculated on each index, with the higher number the better expected outcome.

\$Profit and the South Devon Indexes are fundamentally similar, however \$Profit is only 1 market specific outcome. LCoC does have other Indexes – Feeder, Ranch and Terminal.

Indexes have been used for many years in all types of livestock production systems to find the genetics that would benefit a market. Pig and chicken could be seen as the best users of indexes with their success in delivering market specific outcomes over many years. In the dairy industry the Holstein Friesian breed embraced EBV's early. In the beef cattle industry the Angus could be seen as the early adopters and now leaders, in my opinion they have used this data to secure many markets.

"Any system relies on the collection of accurate and reliable data".

This is the most contentious part of both systems. Many complain and question accuracy, "how accurate it can be as everyone's production systems are different as well as environments." Yes, this is a concern, especially for a small group analysis. Analysis over time, with many herds and animals, the addition of generational data, will produce a reliable result.

If you abuse the system, it will come back and bite you!! (I have seen this).

Many overlook the accuracy figures for each trait, which are very important. It takes years and many generations, to get to 75% accuracy, which is seen as the minimum. It can take up to 20 years to get good reliable data with the use of sharing genetics. The best way to get better accuracy is for a group of breeders to use a sire in AI programs and record all calves throughout the whole system. It can be a slow process, but the knowledge is so powerful.

Data collected for both is very similar. Birth Weight, 200 Days (Weaning Weight), 400 Days (Yearling Weight), 600



Days (\$Profit don't collect this data), Mature Cow Weight, Date of AI or Date Bull Put In (Gestation Length), Scans (eye muscle, rump and rib fat and intra muscular fat), Scrotal (bulls), Hip Height (\$Profit) and Feed Efficiency (\$Profit - there is little calculation of feed efficiency in Australia - personally I think it's something to take note of).

This data is used to derive Estimated Breeding Values for individual traits, which are important if you want to



target a specific trait eg 200-day growth. However, Indexes simplify this process into single numbers.

As stated above, South Devon selection indexes are calculated for three market specifications; namely Vealer, Supermarket and Export Maternal. These Indexes relate to typical South Devon herds in temperate Australia targeting these specifications –

- Vealer Index (\$) - Estimates the genetic differences between animals in net profitability per cow joined for an example commercial herd targeting vealer production. Vealers are finished on grass and are marketed at 320 kg live weight (180 kg HSCW and 4 mm P8 fat depth) at 10 months of age. Daughters are retained for breeding. No marbling is required.
- Supermarket Index (\$) - Estimates the genetic differences between animals in net profitability per cow joined for an example commercial herd targeting the domestic supermarket trade. Steers are either finished on grass or grain (eg 70 days). Steers are marketed at 450 kg live weight (250 kg HSCW and 12 mm P8 fat depth) at 15 months of age. Daughters are retained for breeding. In response to industry feedback regarding eating quality and tenderness, a small premium has been placed on marbling.
- Export Maternal Index (\$) - Estimates the genetic differences between animals in net profitability per cow joined for an example commercial herd targeting steers for the export market being finished off grass or through a mid-fed feeding program (eg 125 days). Steers are assumed marketed at 600 kg live weight (330 kg HSCW and 20 mm P8 fat depth) at 24 months of age. Daughters are retained for breeding. In response to industry feedback regarding eating quality and tenderness, a small premium has been placed on marbling.

What does the single number, \$Profit do? \$Profit helps you compare what different bulls are worth, so you can easily find the best bull to improve your herd. Put simply, it does the selection work for you. Instead of working out which of the 20+ EBVs are most helpful to your herd, \$Profit does the analysis for you, and sums it up in one figure.

How \$Profit works? \$Profit assumes that the average commercial bull will have 100 progeny over its lifetime. The model assumes that you keep 30% of your heifers as replacements and that you retain ownership of the remainder of the calves through finishing and sell on a grid. Many don't retain ownership, but doesn't it make the most sense to select from birth all the way to slaughter?

The simulation model then factors in all of the effects on both income and expense to come up with a net profit figure for each bull. \$Profit allows you to compare any two bulls and calculate the difference in profit that they are expected to generate in your herd. Let's compare a \$10,000 \$Profit bull to \$6,000 \$Profit bull (the average 2008 born Angus bull). The predicted difference between the bulls is \$4,000 or about \$40 per calf. \$Profit works for us and it will work for you too.

What traits are included in \$Profit:

\$Profit includes nearly every trait that impacts profitability. The effect of most traits on profit is fairly simple to understand. Here is the list of what is included and its effect:

Revenue Traits

- Calving ease = more live calves
- Weaning and yearling EBV = more growth & weight for age
- Fertility (days to conception) = Earlier conceptions post calving and earlier puberty in heifers
- Carcass weight = Heavier carcase weights
- Marbling = better meat quality and value
- Ribeye area = value as impacts yield grade
- % Retail Product = more yield is more saleable beef

Cost Traits

- Cow mature size = in general bigger eats more
- Cow intake = more intake costs more



- Feedlot feed efficiency = cost of gain

Some traits are not so easily characterized for \$Profit. Milk, for example, is a good thing until you get too much. When over +25, milk ABE has a more negative effect on fertility than it has a positive effect on weaning weight. There are a few traits not yet included in \$Profit: longevity, structure, and disposition. These traits are important but difficult to express in dollars.

\$Profit is the largest breeder owned data base in the industry with over 1,000,000 records - "from herds in the USA, UK, New Zealand and Australia"

Summary

I am biased to a performance recording system and analysis. I want to know how my animals perform. My eyes can't tell me everything.

The South Devon has many desirable traits for a commercial breeder, but it still has a history of many undesirable traits. A research of the needs of commercial breeders have found they want –

- Birth Weight - birthweights to average between 30-40 kg (we don't keep a calf over 45kg). They want vibrant and thrifty calves when they hit the ground, not big dopey ones.
- Average growth – They want good early growth, curve benders, but tapering off to keep breeding females moderate (600-700kg).
- Excellent carcase traits – they demand high quality high yielding carcasses.
- Fertility - Fertility drives everything

How do you rank and measure yourselves?

We become financial members of LCoC \$Profit in 2017 to benefit from a very large worldwide multi-breed analysis. BreedPlan doesn't offer this and I can't see this changing anytime soon.

We wanted a more in-depth analysis with figures on traits

that have a global weighting. The other reason, there are so few South Devon breeders performance recording now.

We like how \$Profit is calculated. We like which traits are positive contributors and the negatives ones.

Using an index whether through BreedPlan or LCoC will provide a positive outcome to your beef business.

We want to continue to find the animals that meet market needs, and preferably a South Devon. Isn't this every South Devon breeders' goal?

David Leese

Davelle South Devons



TIPS FOR PHOTOGRAPHING CATTLE

Plagiarised by Fraser McKenzie

Photography is a key marketing tool in today's cattle industry with more and more absentee buyers participating in sales around the country. Photos in your sale catalogue maybe your only chance to influence a potential buyer to come to your sale or "bid up" on a particular animal. A good



photo can enhance the price your cattle sell for. Equally a poor photo that doesn't represent the animal in a positive light can reduce the sale price.

Remember there should be no artificial embellishments (photo shopping) of any kind. Prospective buyers have the right to see exactly what they are bidding on. This doesn't mean that an animal shouldn't be shown at its natural best. Make sure it is groomed, clean and shiny. Choose an appropriate background, not one that clutters the picture and distracts the viewers' attention. An open field or solid background is better than one with buildings, weeds, uneven shrubbery, fences, people, or machinery etc. in it. Most photos look best if taken at the same level as your subject. Fill most of the frame with your animal, ensure it's looking forward with its head up and ears forward. You can take the photo square on or up to 45 degrees forward from the shoulder or back from the hip. It's best if all four legs are showing. Inside back leg should be half a step back to highlight its rump. Take plenty of photos; you can delete the rubbish ones when you get home. Don't be afraid to think outside of the box. Catalogue photos are best to be kept standard so buyers can compare one animal to the next but don't be afraid to get creative with your sire bulls or other cattle with new angles, lighting and possess. If an animal has a great backside for heaven's sake don't take a picture of its head. Accentuate your animal's good points. Think of animal behaviour. If an animal is not standing up sometimes an animal of the opposite sex near- by may work. If you have help with you sometimes duck callers or a plastic bag on a stick may help. Sometimes not!

Beware of shadows. Bright overcast days are ideal. Don't take photos in the middle of a sunny day. Always have the sun behind you

Remember the 3 P's: Patience Planning Perseverance

Patience: Take lots of photos. Give yourself plenty of time. Don't settle for rubbish

Planning: Don't wait till the day before your catalogue is due to go to the printers. Make sure you have the right lighting, no wind or rain etc. Be ready to take a photo before you enter the paddock or yard. South Devon's are

so quiet and relaxed that it's sometimes hard to get them looking alert and alive. When you first enter a paddock a cattle beast often looks up and gives you that "who the hell are you" "shot moments later it's the "oh it's only you" "shot."

Perseverance: You may need to go away and come back later or the next day. Cattle know when you are "on their case" and get defensive always stopping with their inside leg forward so they can quickly get away from you. If you are photographing more than one animal be aware of what's going on around you. While you are chasing one bull there may be another one near- by standing in the perfect position.

LITTLE REMINDERS



Recording

When recording your calves, remember that you can not record their Horned or Polled status until they are 15 months or older. (South Devon Cattle Society Regulations 25)

Photos on Social Media

When you are out and about photographing your herd, please be mindful of what photos you use on Social Media pages. All photos are representing not only your cattle at home, but South Devons in general in New Zealand.

We are more than happy to receive photos for our Facebook and or Website from all members, the board have decided that should they feel the photo is not of good representation of the NZ South Devon they have



the right to refuse publishing. This is very unlikely, but if this does occur, an email will be sent with explanation as to why the refusal occurred.

Transfers

Upon sale of all animals, the transfer certificate must be forwarded to the Secretary within 90 days of sale. The purchaser is responsible for the payment of the transfers. (South Devon Cattle Society Regulations 9.)

ADLs

Your ADLs should have been completed and returned to the PBBNZ office by the 31st July.

It is important that you complete your ADL as this is what your billing for female fees is based on.

Calf Entries

Calf Entries have been sent out to all Breeders either in hard copy or Internet Solutions.

Please make sure any sires that you are using have a DNA profile or calves will not be recorded.



Information needed

With the 2020 World Tour approaching fast, not only do we open our doors to the world, but the South Devon Society of New Zealand also will be celebrating our 50th Anniversary.

It has been decided that we would like to publish a 'book' with the History of our Society. We would appreciate anyone with memories, photos and documentation of the early years to contact Bridget Lowry either by pen and paper or email. Please remember to attach your contact details so we can phone you to further any discussion etc.

Should you send photos or documents please send a self-addressed envelope for the return of these.

Calendars



Desk top or wall calendars. Require minimum of 14 photos email at full size. Stud and Contact information.

Price varies. Email Bridget: pinzridge09@outlook.com

Sent in by 31 October allowing set up and printing times in order to have enough time for Christmas posting.



BOARD OF MANAGEMENT CONTACTS

President:

Richard van Asch (Denise)

178 Neal Road RD 3, Blenheim 7273
P: 03 570 2114
M: 021 191 5584
E: aschwood@xtra.co.nz

Vice President:

Mark Eagle (Diana)

1775 Mangaone Valley Road
RD 4, Eketahuna 4993
P: 06 376 8256
M: 027 434 7152
F: 06 375 8350
E: eagleeketahuna@xtra.co.nz

Treasurer:

Brian Thomson (Ann)

954 Allanton-Waiholia Road,
RD 2, Mosgiel 9092
P: 03 489 8151
M: 0274 205 329
E: bjthomson@actrix.co.nz

Board Members:

Bridget Lowry (Ross)

31 Birss Road
RD 2, Balclutha 9272
M: 027 347 7683
E: pinzridge09@outlook.com

Fraser McKenzie (Sandra)

Eastern Bush
RD 1, Otautau 9689
P: 03 225 5844
M: 027 363 4795
E: wainuka@farmside.co.nz

Breed Co-ordinator:

Lindy Lawrence

PBB, 75 South Street,
Feilding 4702
P: 06 323 4484
E: lindy@pbbnz.com

PBB CONTACTS

General Manager

Harry Faas

harry@pbbnz.com
06 323 0862

Accounts:

Andrea Bullivant

andrea@pbbnz.com
06 323 0749

Sonya Knowles

sonya@pbbnz.com
06 323 0869

Kaylene Bradley

kaylene@pbbnz.com
06 323 0748

Administration:

Lindy Lawrence

lindy@pbbnz.com
06 323 0742

Tag Sales & Administration:

Patrice Grant

patrice@pbbnz.com
06 323 0861

Registry/DNA/Software support:

Linda Rule

lindar@pbbnz.com
06 323 0746

Registry & Software Support:

Megan Ellett

megan@pbbnz.com
06 323 0747

Pivot Design:

Adele Gray

adele@pivotdesign.co.nz
06 323 0864

Nathan Doyle

nathan@pivotdesign.co.nz
06 323 0868

Glenn Morton

glenn@pivotdesign.co.nz
06 323 0863

Katie Whitefield

katie@pivotdesign.co.nz
06 323 0866

