

THE SOUTH DEVON

PGG Wrightson Livestock

NEWSLETTER 64
DECEMBER 2018



PRESIDENT'S MESSAGE

Christmas is here again, another year gone!

For many it has been a mixed bag weather wise but I think all I have spoken to have enjoyed good returns and the mood is positive moving into 2019.

I would like to take this opportunity to thank the South Devon Board for their dedication and time and the PBB Office for their continuing hard work and support throughout the year. I would also like to thank all of you, the members, for promoting the South Devon Breed in your own ways around the country.

I am pleased to report that the new South Devon Cattle Society of NZ website is up and running. Please visit the site and we would love to hear any feedback. The society is always pleased to receive contributions of information and pictures from members for use on the website or Facebook page.

The review of the constitution and regulations is ongoing

and we hope to have it completed by the end of the financial year.

Planning for next years AGM is complete and members can look forward to three days of Canterbury's finest hospitality.

The board has been working hard on planning for the World Congress Tour in 2020 and the finishing touches are just being made to the itinerary.

Finally I would like to wish each of you and your families

a very Merry Christmas and a Happy New Year.

"If 'Plan A' didn't work. The alphabet has 25 more letters"

- Author Unknown

Kind regards,
RICHARD VAN ASCH *President*

NEW ZEALAND SHOW RESULTS

CANTERBURY A&P



COW, WITH HER OWN CALF(S) AT FOOT (3 YEARS AND OVER)

1st Place R A & Denise A Van Asch Burtergill Zions Belle 921
2nd Place S & J Eden Java Marvel Natalie -ET

CHAMPION SOUTH DEVON SENIOR FEMALE

Awarded to: R A & Denise Van Asch



RESERVE CHAMPION SOUTH DEVON SENIOR FEMALE

Awarded to: S & J Eden

HEIFER SENIOR YEARLING

1st Place R A & Denise A Van Asch Aschwood Barossas Inky (B)

HEIFER JUNIOR YEARLING

1st Place S & J Eden Java Tonk Shimmer

CHAMPION SOUTH DEVON YEARLING HEIFER

Awarded to: Aschwood Barossas Inky

RESERVE CHAMPION SOUTH DEVON YEARLING HEIFER

Awarded to: S & J Eden

PERFORMANCE PLUS CLASS - YEARLING HEIFER.

1st Place R A & Denise A Van Asch Aschwood Barossas Inky (B)

BULL 2 YEARS AND OVER

1st Place R A & Denise A Van Asch Burtergill Zion 1507

BULL SENIOR YEARLING

1st Place S & J Eden Java Tonka Elton

CHAMPION SOUTH DEVON SENIOR BULL

Awarded to: RA & Denise Van Asch

CHAMPION SOUTH DEVON YEARLING BULL

Awarded to: S&J Eden

GRAND CHAMPION JUNIOR SOUTH DEVON

Awarded to: RA & Denise Van Asch

GRAND CHAMPION SENIOR SOUTH DEVON

Awarded to: Java Marvel Natalie - S&J Eden

SUPREME CHAMPION SOUTH DEVON

Awarded to: RA & D Van Asch



PERFORMANCE PLUS CLASS - YEARLING BULL

1st Place S & J Eden Java Tonka Elton

TWO YEARLINGS, ANY SEX. BRED BY EXHIBITOR, TO BE JUDGED AS A PAIR

1st Place S & J Eden - Java Tonka Shimmer

GROUP, BULL AND TWO FEMALES, ANY AGE

1st Place R A & Denise A Van Asch Burtergill Zion 1507, Burtergill Zions Belle 921, Aschwood Barossas Inky

2nd Place S & J Eden Java Tonka Jean, Java Tonka Elton, Java Tonka Shimmer

TWO ANIMALS BY ONE SIRE OR ONE DAM

1st Place S & J Eden Java Tonka Elton

2nd Place R A & Denise A Van Asch Burtergill Zion 1507, Burtergill Zions Belle 921, Aschwood Barossas Inky

ANZ BEEF ALL BREEDS

BULL (2 YEARS AND OVER)

1st Place R A & Denise A Van Asch Burtergill Zion 1507

3rd Place S & J Eden Java Tonka Elton

BULL (YEARLING)

3rd Place S & J Eden Java Tonka Elton



LOCH LOMOND



LINE-UP OF KAIMOA SALE BULLS

COW, WITH HER OWN CALF(S) AT FOOT (3 YEARS AND OVER)

2nd Place S & J Eden Java Marvel Natalie -ET

JUNIOR HEIFER - PGG WRIGHTSON LTD BEST JUNIOR HEIFER IN SHOW

1st Place R A & Denise A Van Asch Aschwood Barossas Inky (B)

JUNIOR BULL - FARMLANDS BEST JUNIOR BULL IN SHOW

2nd Place S & J Eden Java Tonka Elton S & J Eden

JUNIOR BEEF ANIMAL IN SHOW - BEST REGISTERED

Awarded to: R A & Denise A Van Asch Aschwood Barossas Inky (B)

BEST JUNIOR BEEF ANIMAL IN SHOW - WINNER TO RECEIVE THE WYLLIE SALVER

Awarded to: R A & Denise A Van Asch Aschwood Barossas Inky (B)



INTER BREED PAIR - ONE MALE AND ONE FEMALE, ANY AGE.

1st Place R A & Denise A Van Asch Burtergill Zion 1507 R A & Denise Van Asch

INTERBREED CLASS - ONE MALE AND ONE FEMALE

1st Place R A & Denise A Van Asch Burtergill Zion 1507 R A & Denise Van Asch

BOEHRINGER INGELHEIM SUPREME BEEF ANIMAL IN SHOW

1st Place R A & Denise A Van Asch Burtergill Zions Belle 921

Show Day culminated in the presentation of the ultimate prize, supreme champion animal of show, which went to the supreme champion beef cattle winning cow entered by Blenheim couple Richard and Denise van Asch.

NZ AGRICULTURE SHOW MEAT AND WOOL CUP WINNER HOLDING UP WELL



Blenheim police constable Richard van Asch (second from left) was pleased to win the supreme animal title at the New Zealand Agricultural Show with his 9-year-old South Devon cow with calf at foot, led by Greg Cottam (left), of Springbank, near Rangiora. He was congratulated by Christchurch Mayor Lianne Dalziel, and Canterbury A&P Association president Tim Black and his wife, Brooke. Photo: David Hill

Police constable Richard van Asch says cattle are easier to manage than people.

The Blenheim man, who works the beat by night and runs cattle by day, said cattle were "more predictable".

Mr van Asch certainly had no trouble managing his cattle at the New Zealand Agricultural Show earlier this month, winning supreme animal in show and the "Meat and Wool



Cup” for supreme champion beef cattle with his 9-year-old South Devon cow with calf at foot from his Burtergill stud.

He also won the “Junior Meat and Wool Cup” with the granddaughter of his champion cow.

“I’m absolutely thrilled to win today. I believe it’s the fourth time the stud has won the ‘Meat and Wool Cup’; I’ve won it once previously and my father won it twice.

“The cow is a 9-year-old cow and she’s sired by an Australian bull I imported semen from some years ago and as the judges said, she’s holding up well for her age. She’s a very functional cow. She moves very well and she’s not showing any of the normal age-related ailments.”

Mr van Asch said he was impressed with the efforts of the Canterbury A&P Association cattle committee in pulling off a cattle competition with a “workable” biosecurity protocol.

“The show’s gone very, very well. The cattle committee should be congratulated on the work they’ve done to safeguard exhibitors from the unlikely event of contracting Mycoplasma bovis.”

Mr van Asch and wife Denise manage 50 South Devon stud cows on their property near Blenheim.

By David Hill “Central Rural Life”

EVERY DAY ADVERTISING FREE AT OUR FINGERTIPS

(Source; <https://www.dlccranch.com/>)



Social media is an inexpensive way to promote your operation and keep new and existing customers chatting about your business. During this time of volatile markets in the agricultural industry, producers are looking to get the most bang for their buck. Social Media outlets can provide

a great service, but only if performed and operated right.

The top media outlet for business growth is no surprise, Facebook. This media platform offers the most versatile options for users. Such as sharing content from others, providing thought-provoking discussion, numerous photos and even Live Videos.

Even better is Facebook doesn’t get the entire spotlight. Instagram is a second weapon in reaching a variable and massive audience. Instagram does it best by focusing on providing users with a visual experience, and by limiting the focus on words.

Knowing this, the first step is to select the social media outlets your operations wants to have a professional image on. You don’t have to select just one, but keep in mind the more media handles you have, the more time will be needed to manage those on a professional level.

Growing your community

Facebook

Use Live Video

Live Videos get the most reach by far compared to any other content formats. There are many ways a livestock producer can use Facebook’s Live Video. Examples include, during a livestock show, sorting through cattle in a pasture, or even Facebook Live your annual production sale.

You’re only limited by your own creativity. Keep in mind before posting, ask yourself the question, would this represent my business in a professional way?

Invite users to Like your page

Online and active users are sitting ducks. If someone you know hasn’t found or liked your page as they’ve seen material in their personal news feed, send them an invite.

Use Media

One of the worst things you can do is post something on your page that will not grab your audience’s attention. By attaching a photo, video or link to your post you are making



sure your audience has a visual tie-in to your message.

Instagram

The main content material for Instagram is of course, photos. Don't think you have any business professional worthy photos? Then get the most bang for your buck by using the photos you hired a professional livestock photographer to take of your cattle and operation.

Strategically Interacting

To gain exposure and followers, organically (without paid promotion) interact with other accounts who relate to the livestock industry. This is where the amount of time and dedication comes in. First, get organized with online planning.

Choose five brand accounts that are similar to yours and leave one genuine comment on their three most recent posted photos. By commenting, you will expose your account to people who are interacting with material that's related to yours.

Overall

Once again, social media is meant for businesses to connect with their audience without sinking your operations entire promotional budget. It takes time and dedication just like the time you have invested in your herd of livestock.

Make smart decisions when posting content. Simple proof reading goes a long way and incorporating a link in a post to show your business is stating credible information.

It's also important to stay consistent in your daily postings. This can refer back to asking yourself is this professional enough to post on my account?

Social media can be extremely challenging and requires critical strategy to be done correctly. However, this only scratches the surface of the capabilities of social media. Some companies pour thousands of dollars into better understanding and maximizing results from social media.

The online community will only continue to grow, which opens up opportunities for agricultural organizations to

protect the perception of farmers and ranchers and also grow operations by reaching a new and younger audience.

However, if your focus is on running your operation rather than highlighting it online, you are not alone. There are many young and professional communication experts that can certainly help in a social media campaign.

Remember, by making the choice to have an active presence in social media, carefully consider the time and dedication it will require to maintain a professional voice and if it is something your organization can profit from.

By Kate Hagans

Talk to Pivot Design if you're needing help with setting up a Facebook page, building a fanbase and engaging with your fans.

ADVANCE WITH THE WORLD

To move the profitability needle of your business, you've got to have a master plan: defined goals, beginnings and endings, and knowing how to measure success.

Through my own experience and education, here is a step-by-step ladder for planning and executing what an operation must do to step-up their marketing efforts. In the end the effects of not taking proper action now, may reflect poorly on your bank account later, especially when you're wondering where all your customers went.

Fuel your Marketing Engine

Marketing is often the single system that holds back business growth. Perhaps one of the most vital areas of marketing is knowing where your customers are coming from and what their favorite method of communication is. Each potential customer responds differently to marketing methods. Are they on Facebook, Instagram, email, website, etc? Unfortunately, as we pour more of our resources to be on as many media outlets and print platforms as possible we may be spreading our message to thin. It may be best to select the top, most effective



media accounts. Dedicate your precious time to creating an effective, year-round strategy to stay active with your customers. Determine which magazines, newspapers, social media accounts, etc. to be worth your time and money.

Market to your current and past customers

These folks are your first priority. It takes much more effort to attract a new customer than it does to retain a current customer. Tips I have found to be effective:

- With current customers, treat them well and always stay in communication
- Send out holiday greetings. A practice that does not require much effort, yet still shows every customer you are thankful and continuously think of them
- Communicate exciting news around your operation. Customers become invested in an operation and look forward to hearing success stories. This could be in form of a Facebook post, an Email blast or even a mailed Postcard
- Capture the image of your operation and share it with good visual material - photography. Quality photos, which can also be turned into video, goes a long way and reaches a mass audience
- Customers should receive at least two physical mail pieces from you within a single year. As much as we love technology, physical mail targets the emotional side of marketing than any other form. Research proves this method to be the most successful.

Create the "WOW" feeling

It's the extra-effort step. When a customer feels "Wowed," they are likely to relay on positive message to their friends and colleagues. Positive word-of-mouth communication is highly effective and reaps huge benefits, but can only be accomplished when a customer has been once again, "Wowed."

- Focus on personal engagement with one another

- Spend the extra dollar to ensure it is done right
- Properly execute the process of a sale
- Create a problem recovery plan. Situations are never be perfect
- Out-of-the-Box thinking never hurts.

If nothing else, educate.

Educate customers about what you bring to the table for your business. Educate on sources of information backing up your claims. And most importantly, educate your audience about your operation's history, values, and beliefs.

This is perhaps the most important way to gain trust. Every business must start from the ground up, and by building the strongest foundation you can, it will create a stable structure for the duration of your business and ultimately lead to future growth and profitability.

Article by Kate Hagans

SOUTH DEVON CATTLE SOCIETY AGM & TOUR APRIL 2019

Tuesday 2 April

5.30 Meet Christchurch (Copthorne-Commodore Hotel) Bus to Paul Goodwin's Lincoln Restaurant for Evening Meal

Wednesday 3 April

8.30 Bus Tour Christchurch Post 2011 Earthquake

Travel to Methven by bus. Lunch Methven

2.00 Bus to Maxwell's 'Rosehill' Stud, Mt Hutt. View Cattle

Return to Accomodation Methven (Methven Resort)

4.30 AGM at Methven Resort followed by Presidents drinks and Meal



Thursday 4 April

8.30 Depart bus to view Jeff Hocking's cattle grazing near Mayfield

Travel by bus to Wason's 'Snowview' property near Sheffield

10.45 View cattle (& Romney Sheep Stud) followed by Lunch

1.30 Visit nearby Dairy grazing/cattle Farm where recent Irrigation scheme making big difference to our district.

3.00 Return to Christchurch by bus (50 minutes) where those flying out can head off.

A5 NOTEPADS

\$5 each plus gst and postage.



Just get in touch with Lindy to order yours.

E: lindy@pbbnz.com

converting the farm from a sheep, beef and deer unit to just beef and deer within 5 years. The conversion was completed a year early, so 90 breeding cows and 350 deer are on farm currently.

Caroline's father-in-law has always used South Devon bulls, so in a nod to her father-in-law and from Caroline's interest in breeding and genetics (Caroline's Gran bred Simmentals and her parents bred Ayrshires winning South Island Champion Cow), Chipinga Stud was born.

In 2017 Caroline had her first 'E' class heifers born from Okaharau Ozzy and Okaharau Weka. While the farm has a long history of using South Devon Bulls, no registration has been taken therefore a period of "Grading Up" will happen over the coming years.

Chipinga Stud's goal is to breed gentle low birth weight/ easy calving cattle, that have great weight gains to "get more beef".

Caroline's husband, Geoff, runs his own electrical business in the Hawkes Bay, and they have 2 daughters; Holly (6) and Clara (2).

FUTURE BEEF



Future Beef thanks the society for their continued support.

MEET THE MEMBERS

Chipinga South Devon Stud

Chipinga Farm is a 240 ha Deer and Beef farm on rolling to steep country on the Napier/Taupo Road right on the Mohaka River.

Caroline Smith took over the running of the farm in 2014 (from her father-in-law), with the plan of

NEW ZEALAND

AGRICULTURAL SHOW

2018

Julia Eden, Java South Devons

Our annual trip to Christchurch saw a week of sunshine. Prior to going we were all fully aware that the new protocols would be in place. All animals were entered before entries closed, official IDs were entered and we were all checked off that no competitors were coming from IP, restricted place notice or NOD farms. Upon arrival we were given individual pens, well spaced out and each had individual wash bays! MPI were on hand to scan the animals and answer any



questions we had. MPI were also very present throughout the show to not only ensure things were running smoothly but to aid and get any feedback we had.

On the Tuesday night an exhibitor BBQ/meeting was held and the finer points of the new protocols were discussed. In all honesty not a lot has changed, and probably makes for a more smooth running show with a few tweaks.

Breed judging itself was on Wednesday Richard Van Asch had a very successful morning and quite frankly I had no issues coming second to animals of that standard!

The afternoon interbreeds brought more success for the South Devon's with all of us being at the pointy end of the classes.

On Thursday morning the junior and senior meat and wool cups saw Richard Van Asch clearly winning both, along with Brian Thomson being called in as a last minute judge! The afternoon of all breeds also saw the South Devon's perform exceptionally well with all animals being placed at the top 5 in at least one class they were entered in.

Friday was youth day. Both Richard Van Asch and my heifers along with two Limousin heifers were chosen for the judging. Ebony Eden was representing the South Devon breed and was placed 4th in her age group for handlers (excitedly presented by Simon Bridges, Leader of the National Party) and 6th overall for herdsman.

The new showing protocols are here to stay and to be honest in my opinion it is a good thing. We are now coming up to speed with the rest of the world on our showing protocols. While for many smaller shows these new protocols may seem very daunting I believe Christchurch is showing the way. In the Southern region confirmed shows that will continue with cattle and have found ways to execute the new protocols are North Otago and Upper Clutha.

The highlights for me and what I took home from our week in Christchurch was not only the South Devon breed doing so well, but as we took a dairy team as well our 9 year old twins; the excitement, the smiles on faces, the jumping into my arms when they exited the ring after talking on the microphone about their placings. The memories created for them, the friends made and the life skills they learn showing cattle at an event as large as Christchurch.

NEW ZEALAND GENETICS IN DEMAND

In the Search for Top Polled South Devon genetics, World Wide Semen from two New Zealand South Devons Bulls has been selected for export to South Africa and Australia. It has been received into both countries with the intention of use for this seasons mating.

The two bulls' straws exported are, Burtergill Henry 1105

(VAN11005 PZ) owned by Richard and Denise Van Asch, Blenheim and Wainuka Easy 1422 (JGM14022 PZ) owned by Fraser and Sandra McKenzie Southland.



Wainuka easy 1422

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