



SHORTHORN FLYER

August 2014

PRESIDENT'S MESSAGE

Dear Members,

As we head into calving, a busy time of the year, I'd like to take this opportunity to thank John Dobson for all that he has done in his term as president.

As the bull selling season draws to a close, I think we need to take satisfaction at the number of bulls sold and out there showing what Shorthorns are good for. Showing that they are renowned for their temperament, marbling and cross breeding.

At AgInnovation this year there was a small number of bulls and I would like to thank all exhibitors for the effort that they made. Congratulations to Alan and Val Park being Champion with Corsock Carnival 12448. Reserve Champion Shane and Dot Dromgool with Longview 12036. The lower number of bulls in Feilding at the Expo reflects the increased number of on farm sales.

Well done Hamish Brown and John and Lindy Dobson for their entries into the cross breed section in the Steak of Origin. There were 68 entries in this class and both made it into the top 14. Hamish Brown was second with his 19 month old Shorthorn

/Murray Grey cross Heifer. Well done both of you for the effort that you made. Out of 68 Entries it was great to see Shorthorn Cross up there in the top 14.

At the AGM in Feilding in May Bill and Judy Austin were presented with their New Zealand Shorthorn Life Membership for their involvement with Shorthorns over the past 30 years. Both Bill and Judy have been Presidents of the breed, breeding top Shorthorns for many years. They were major organisers of the 2013 World Conference and Tour and as a breed we are lucky to have such passion and support from people that lead very busy lives.

In March we are organising a genetic heifer sale and herd tour in the South Island, I encourage breeders to get involved and support this event.

We are working on getting the Herd book out soon.

Good Luck with calving and your spring time chores.

Kind regards,

Craig Morton
President



AGINNOVATION 2014
SUPREME CHAMPION
CORSOCK CARNIVAL 12448
sold to the Proffit Trust
by vendors Alan & Val Park of
Corsock Shorthorns.

BREEDER PROFILE: HINEWAKA SHORTHORNS, HERD NO. 2222

DAVID & PIP BLACKWOOD: RD 3, MASTERTON 5883

WE HAVE TWO CHILDREN- BECKY & MITCH.

Hinewaka is a 720ha hill country property 20kms south-east of Masterton, in the Gladstone district. David and Pip Blackwood are the fifth generation on the family farm and Shorthorns have been part of the cattle operation since the very first days of farming the property, dating back to the 1850's.

We are very proud to be associated with such a long family involvement with the Shorthorn breed. I first started farming the property in 1983 after completing a B Com(AG) at Lincoln and a year overseas travelling and working around the world. The farm was from my mother's side of the family and my grandfather, Bob Booth, was still alive at the time, although, managers had been running the farm for some time.

I was only 23 when I took over the running of the farm and knew bugger all. Thirty-one years later not much has changed!! The one thing I did know when I first started out was that I really liked the Shorthorn cattle. I'm not sure of the history of the stud first being registered, (I think in the 1950's), but it was originally called Glenside Shorthorns. Glenside was another family property, 5 minutes down the road, which my mother and aunt, Anne Booth, sold to a cousin in 1974. Over the years of the property being run by managers, very few registered cattle remained and we graded up quite a few cattle in about 1985. Ken Morton and Phil Bayly spent 2 days inspecting and tattooing cattle.

Today the herd numbers 150 cows. 3200 ewes (Coopworth/Romney) are run, 1100hgt replacements and we winter about 1000 trade lambs. At about 6000 su we have a winter stocking rate of around 9su/ha.

We used to sell the R2yr bulls in the paddock, but it was the same old problem of every buyer wanting a top pick and a big selection. It was no problem selling the first 6-8 bulls, but after that it became difficult. Finally, in 2003 we decided to have our own on farm auction. It was nervous times to begin with, I wasn't sure if anyone would turn up. Sure enough we had about 60 people at our first sale, about 50 of them were tyre-kickers! We've never had so many at the sale since, but the bulls sold well and this year was our 11th year of holding the sale.

During the 1990's we used to show cattle around the country, when cattle showing was in its heyday. We also sold bulls at the

Shorthorn National Show and Sale, but when we started our own sale we felt it was important to offer our clients our best bulls at home.

Our philosophy has always been to breed bulls for commercial cattlemen that are suited to hill country properties similar to ours. It is imperative that we concentrate our efforts on commercial operations. Therefore, showing went by the wayside, as did the National. If we can't sell bulls to commercial operations then we become no more than a hobby breed, selling amongst ourselves. We believe strongly that Shorthorns have a real place in the industry and they are certainly a very important part of our business.

There is often talk within the breed about the costs associated with registered cattle. I think it's cheap. At about \$20/cow our total costs are about half a bulls worth for our whole herd. For that money we get the best beef cattle performance recording programme in the world and our administration run through PBBNZ. As for labour costs, there is very little extra work involved than any good commercial cattle operation.

One of the biggest problems I see with our breed is that our lack of market share is working against us. There is a whole new generation of young farmers who know nothing about Shorthorns. It is so important that we maintain the highest standards within our breed. Often, if there is a person using Shorthorns for the first time and the bull doesn't live up to expectations, the breed gets blamed. Whereas, in larger breeds, like Angus, a disappointing bull will often get blamed on the breeder. It is very easy for us to lose market share.

At the World Conference, Tony Fountain gave a very inspirational speech, challenging us all to move with the times and promote our breed. There is nothing like a good wake-up call, so last year we finally got a website up and running, take a look at: www.hinewakashorthorns.co.nz

Now the challenge is to keep it updated! Perhaps that will be left to the next generation with our daughter, Becky, working full time on the farm and our youngest son, Mitch, working on a farm about an hour away and who will, one day, come home to the farm.



SHORTHORN TOUR MARCH 2015

We will start the tour at John and Lindy Dobsons at Winton on the Wednesday the 25th and finish at Bev Helms at Ranfurly on the 27th March. We will visit a number of Shorthorn Studs as well as visiting some other places of interest.

We will stay the night of the 25th in Invercargill and at this stage the night of the 26th in Alexandra.

We would suggest that those who are flying look at flying into Queenstown on the morning the 25th and depart from here. This will make it easier to get back to Queenstown from Ranfurly on the Friday afternoon. Also for those who may want to stay for a bit longer there is an opportunity to spend the weekend in Queenstown!!!

A feature of this tour will be the Heifer sale we will be having on the 26th of March. This is an exciting promotion for the breed and I seriously encourage all members to support this

event with an entry. Given mating won't be too far away it may be time to consider your animal!! We will be calling for entries at the end of 2014.

We will look to transport these heifers 4 to 6 weeks prior to the sale and run in one mob prior to the sale. This is an excellent opportunity to not only promote the breed but to share genetics, so those who are looking to enter a heifer please also be prepared to buy one!!!

A detailed itinerary of the tour will be confirmed very soon.

FRASER FLETCHER



SHORTHORN 2014 SALES REPORTS

HINEWAKA SHORTHORNS

16 bulls sold from 17 offered.

Average \$6118. 1 bull sold after sale

Top price \$9,000 Wendy Hume, Featherston

Two stud bulls sold \$7,500 S Dromgool

\$7,500 K Stokes

MORTON SHORTHORNS

A large crowd attended Morton Shorthorns first annual sale.

Lot 1 a soft roan by Austin Goldship met with some spirited bidding before being sold to David and Pip Blackwood of Hinewaka for \$15,000. Nine Bulls sold to average \$5,400 and two Heifers to average \$2,400.

ROUGH RIDGE SHORTHORNS

At Rough Ridge Shorthorns we had our second on farm sale on the 16th May on a fine frosty Maniototo day.

Selling 10 of 13 bulls offered, averaging \$4,650, with a top price of \$8,500 for Lot 2 Rough Ridge Primo 30 to the Ody's at Glenrossie Shorthorns.

We had good support from our regular and new clients, thank you to all buyers.

Also pleasing was genuine interest from commercial buyers involved with other beef breeds, with lots of positive comments for the Shorthorns. Hopefully with a flow on effect.

RAUPUHA SHORTHORNS

Russell & Mavis held their first on farm sale on the 30th May where we put 12 bulls under the hammer.

We sold 9 averaging \$3,588 with a top price of \$4,500.

All buyers had bought off us in the past but there were some new buyers who came for a look.

We were happy with the result first up and liked the way it worked so we are aiming for the sale to become a successful annual event.

GLENROSSIE SHORTHORNS

The Shorthorns sold well on the day.

12 of 14 offered were sold with the top priced bull (Lot 9) sold to Rough Ridge Shorthorns for \$5,700.

Second top price and only other bull sold to stud was Lot 3, sold to Maungatipu Shorthorns for \$5,200.

The Shorthorns averaged \$4,041.

We had a lot of new enquiries this year, which is encouraging. On the day we had two new buyers.

Speaking with buyers on the day, many local buyers had a tough year financially, after two consecutive dry seasons. All repeat buyers were very happy with their bulls and were keen to continue with Shorthorn bulls in their herds. None had experienced any calving trouble or other significant production problems with the Shorthorns, although some said they had some calving problems with other breeds.

One of our long standing buyers says he always gets positive comments about his bulls. He has a mob of around 20 Shorthorn bulls next to the road on his farm and has people stopping on the road commenting on them often. He recently sold some weaners and was very happy with them. They averaged 270kg and he got \$2.90 per kilo for them, averaging \$783. *continued overleaf...*

SHORTHORN 2014 SALES REPORTS

The weight guessing steers weighed 718kg & 772kg for a combined weight of 1490kg. The bottle of whiskey was won by Eric Jagger, a local who used to have an Angus stud.

Anyway that's about it for the Shorthorn news, we continue to get good prices for culls, cows recently making \$1,300 and steers and bulls around \$2,000. Weight beats premiums any day of the week and that has to be one of our selling points.

TAHUNA & HIWIROA SHORTHORNS

It was pleasing to see a larger gallery attend the 2014 Cashbac Sale. 14 Shorthorn Bulls were catalogued, and we were very pleased with how they looked on the day. 12 Bulls sold for an average of \$4000.

It was pleasing to sell Bulls to fellow shorthorn breeders John & Lindy Dobson and Russell & Mavis Proffitt. All bulls were sold to purchasers who have regularly used shorthorn bulls.

TAG ORDERS

PBB is effectively a co-operative structured business, and we are the shareholders. So if we as breeders all "get in behind PBB," we all stand to benefit. One way you can do this, is to purchase your ear tags through PBB. The service is knowledgeable, thorough, fast and cost competitive.

To place a tag order, contact Megan or Sharyn at PBBNZ.

GET IN BEHIND



SHORTHORN REGISTRY NEWS

OUTSTANDING CALF ENTRY FORMS & ADLS

Please give these and your ADL your **urgent attention**. Female fees are generated after the return date of the Active Dam List.

MATING SIRE DNA PROFILES

Need to be submitted to the Office as soon as possible so as not to delay calf registrations. Hair collection envelopes are available from the Office.

TRANSFER AUTHORISATION CERTIFICATES

Available from the Shorthorn website at www.shorthorn.co.nz under Information and Download Forms. These can be printed, completed, signed and sent to the Office for processing.

NOTE: Animals sold at the AgInnovation are the vendor's responsibility to transfer.

IMPORTED SIRES, DAMS & EMBRYOS

Please supply pedigrees and DNA to the Office as soon as possible so as not to delay calf entry and next years sire mating details being entered.

GROUP RUNS

Are now happening monthly, so the deadline date for data to be at the office is the 10th of each month. Notification of resulting reports is emailed. If you don't have an email address you will not be notified. Please contact the Office for assistance with this.

LINDA SHAILER

Shorthorn Registry • Email: lindas@pbbnz.com

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