

PROMOTION PHOTO COMPETITION

Council have come up with a promotional idea of a photo competition. This will run as a "Bull of the Year" and a "Female of the Year". There will also be a Sire of the Year run every five years.

ENTRY CRITERIA:

Bull of the Year

- Photo Competition to Charolais Bulls under the age of 30 months
Born between 1st June and 31st Dec each year
- Bulls would be judged by photos
- Qualification to International Champions Bull competition
- Maximum 3 entries per Stud

Female of the year Open Age

Sire of the Year ½ Century every five years (Not this year)

- Identity proven sires / Breed Makers
- Judged on number of progeny/ Genetics sold

So, get out there and take some good photos to enter. Entries to be

forwarded to Lindy at the office – lindy@pbbnz.com

Entries close on 30th September



REGISTRY

REGULATION UPDATE

From 1st September 2019, ALL CBNZ registered bulls (of any age, including calves) sold for transfer must have a DNA/Genomic profile, be correctly sire verified and be Myophosphoraylase declared free.

From 1st September 2019, ALL females sold for transfer must be sire verified. Dispensation granted for females born before and including 2015) and either derived free or tested free for Myophosphorylase, with results declared.

All joining sires born after 1st Jan 2019 must be sire verified using a minimum of a HD SNP test (as per best practice at the time of testing) and CBNZ council recommend that best practice is to verify the dam as well.

Breeders should collect and keep on file a hair sample from all registered Charolais on farm.

WELCOME TO NEW MEMBERS

We welcome new members who have joined CBNZ over recent months:

NAME

Margy Mare & Shane Tahu
Stephen & Lauren Morgan
Kurt & Katie-Rose Parry
Heather Gee-Taylor
Linda & Margaret Fenton
Robyn Burgess
Neville Nelson
Deana Barfoote
Richard Harden & Jessica Boersen
Stephen & Rachel Inch
Doug & Tracy Haselden
Paul & Claire Grainger

PREFIX

Eclipse
Charolles
Rosemount
Glencorran
Dandelion Meadows
Taranadowns
Nevana
Phoenix Valley
Coro
Rockdale
Stanmarie
Kia Toa

DNA

Council are looking at investing in DNA profiling of common and well used sires in NZ and joining with the Australian Charolais Society to build a base for the future to have the ability to move to single step EBV's.

WE ALSO HAVE THE OPTION TO:

HD50K is a genomics test which could potentially be extended to Charolais breeders who are linked to the Lee Leachman evaluation. This new evaluation is an output of a new data and testing agreement with Zoetis and Leachman Cattle of Colorado to provide a unique genomically enhanced genetic evaluation. Genomically enhanced evaluations, in which genomic data is combined with pedigree and phenotypic records for a designated population of animals, allow for more accurate and reliable genetic selection tools. The analyses resulting from this agreement will leverage Leachman's multi-breed database that houses over one million animal records and the latest genomic technology from Zoetis to improve profitability for customers.

BENEFITS:

- Select, mate and market seedstock with greater confidence
- Identify early the best young sire/dam prospects
- Use only the best bulls
- Ensure only the best heifers enter the breeding herd
- Cull the bottom end more confidently

FEATURES:

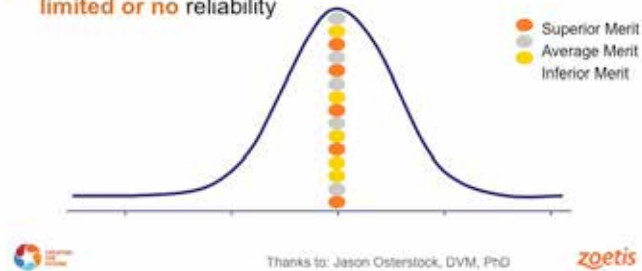
HD50K Increases the accuracy of BreedPlan EBVs and indexes for young bulls and heifers, with limited or no progeny, daughters, or carcass information

- Increases the accuracy of BreedPlan EBVs for time consuming, difficult, expensive and hard-to-measure traits, such as intramuscular fat, eye muscle area and net feed intake
- Delivers more dependable and comprehensive BreedPlan EBVs and indexes
- Includes parentage verification

Also attached a few slides that might help to explain the concept of genomics, i.e. as more information is added - the breeding value becomes more reliable and animals start to segregate from the mean of the population.

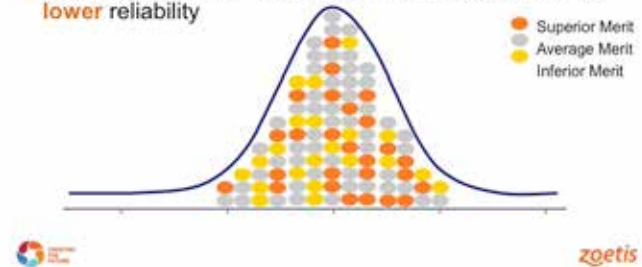
HEIFER SELECTION

• This is what heifers "look" like with information that has **limited or no reliability**



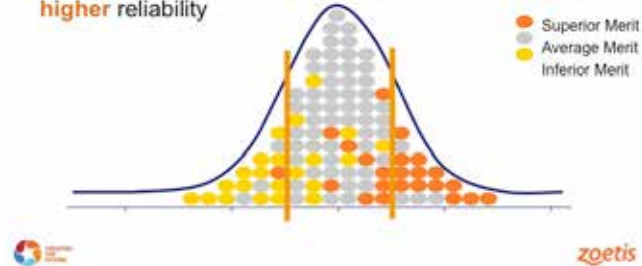
HEIFER SELECTION

• This is what heifers "look" like with information that has **lower reliability**



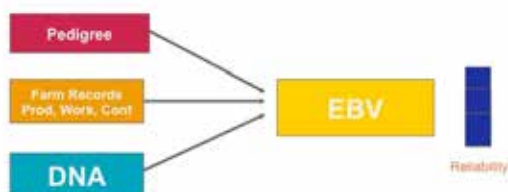
HEIFER SELECTION

• This is what heifers "look" like with information that has **higher reliability**



CALCULATING BREEDING VALUES

EBVS WITH THE INTRODUCTION OF GENOMICS



CALCULATING GENOMIC BVS



ADVICE ON NAMING ANIMALS

EXAMPLE:

Herd number (700)

Born in 2002

Animal Birth/drop numbered (5)

Grade E

700

02

0005

Registration number 700 020005E

Name: Aotea Tucky T5 (P) or (ET)

The only letters after the name is P for polled or ET for Embryo transfer animal.

YOUTH

Heather Gee-Taylor and Emma Owen were both selected to represent New Zealand at the 2019 Youth International Exchange in Canada from 22nd to 30th July.

We look forward to receiving reports from Heather and Emma on their return.



2019 NEW ZEALAND ROYAL A & P SHOW

The New Zealand Royal A & P Show hosted by the Hawkes Bay A & P Society in Hastings is coming up on the 23rd to 25th of October. Charolais is the Feature Beef Breed for the NZ Royal Show in 2019. There will be Led, Commercial Prime (Best of the Bay), and a new "Replacement Commercial Heifer" classes.

Entries are now open; go to www.showgroundshb.co.nz
Hawkes Bay A & P are planning a promotion around the Charolais breed - which will include Taupo Beef, and James Milner from Rosedale Charolais in Australia. Details to follow. So, brush off the halters and let's get in behind the Breed!

VISIT TO MIKE & SHARON BARTON, TAUPO BEEF & LAMB

TAUPO BEEF & LAMB Grown Right Here



Back in May the Charolais Council had a meeting in Taupo. The main purpose of going to Taupo was to have a long overdue catch up with Mike and Sharon Barton of 'Taupo Beef and Lamb'. Mike and Sharon started a branded beef product 'Taupo Beef' back in 2011. The Barton's farm in the catchment of Lake Taupo that was placed under a nitrogen Cap in 2000. This effectively meant they had to reduce stocking rates to comply with the new regulations imposed on them at the time.

Council members Sam Holland, Fergus Templeton and I flew into Auckland Airport where we were met by Greta who drove us down to Ruakura to meet up with Simon Collin who had come up from Hawkes Bay. Here we met up with Dr Stewart Ledgard who is a principal scientist at AgResearch and an adjunct professor of the Life Cycle Management Centre at Massey University. Stewart has played a big part in the research surrounding the Barton's farming operation and has been an integral part in the Barton's success.

With the restrictions on carrying capacity, the Bartons were faced with either having to give up farming, as many did, or find a way of becoming economical. The first issue they encountered was understanding the problem and this is where Dr Stewart Ledgard's involvement kicked in. He, along with others in the scientific community, helped the Bartons to understand the problem they faced and how best to mitigate these issues. A tremendous amount of research has been carried out at the Barton property including lysometers to measure the exact amount of leaching under different farming systems and fodders.

Stewart was very interesting and he could obviously relate to us at the grass roots level and we had a really interesting meeting talking about all sorts of farming issues. The main driver of lowering your environmental footprint, it turned out, was to be more efficient at production level. In other words, getting the most out of the resources you have available

We left Ruakura and headed for Taupo where we were meeting up with Mike and Sharon at the Plateau Restaurant, which is an award-winning restaurant in Taupo, that uses the meat supplied by Mike and Sharon. We had a stunning meal and the beef which we all ate was some of the nicest beef any of us had tasted. Being Charolais Angus cross it wasn't hard to see how the 'Taupo Beef and Lamb'

brand had grown from just supplying the Taupo region to all over the North Island, as well as filling a container a month to supply a supermarket chain in Japan.

Mike and Sharon were very engaging people and very passionate about what they were doing. They gave us a great insight into what they have done and the challenges they have faced getting their product established. The reason they settled on Charolais cross cattle as their preferred animal of choice was that while the catchment had a cap on the number of stocks, they could run it didn't have a cap on the number of kilos they could produce per hectare. The Charolais cross with its superior growth rate and saleable beef yield meant it was the best way they could increase productivity and profitability from their farm and the consistent quality of the beef, very rarely does a heifer not meet the specifications.

They now get a double benefit. A gain from having the most effective and efficient way of producing beef on farm and they are able to extract a premium in the market for their environmentally sustainable branded beef product as the consumer is happy to pay for a something that has been raised with the environment and resources carefully considered. Not only are they helping their own operation but the success has spread to other farmers in the Taupo catchment who supply their stock to 'Taupo Beef and Lamb' brand. The majority of the farmers in the catchment are involved and they are able to pay a premium and reward their fellow farmers around the lake which is a source of much pride for the Bartons.

The following day we went out and visited the Bartons on their farm Glen Emmreth. We walked around the well laned property seeing lots of contented and happy Charolais cross cattle ranging from freshly weaned calves to older cattle closer to being finished. It was a stunning autumn day and the view across the lake was picture post card stuff.

As a council we got a lot out of the visit. As a breed we have a lot to be positive about. While the environmental issues that we will all face, just as the Bartons have, will in the future be challenging. Having cattle that are efficient will see Charolais and cross breeding well placed for the challenges ahead. '#More beef less resources' and '#be green go white' have appropriately become the breeds slogans. It was great to see it in action at Taupo Beef and Lamb.



CHAROLAIS COUNCIL

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YEAR LETTER FOR 2019 IS "P"

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**VERSATILITY
FLEXIBILITY
PROFITABILITY**

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