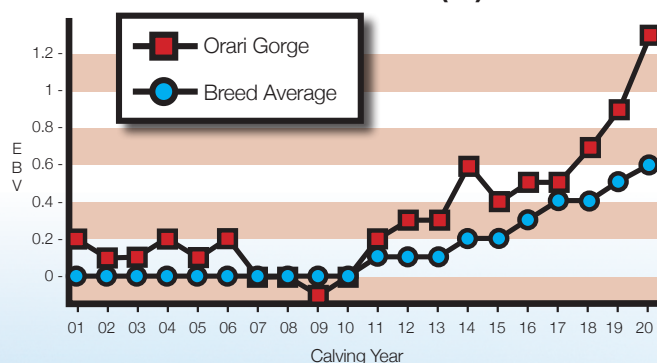


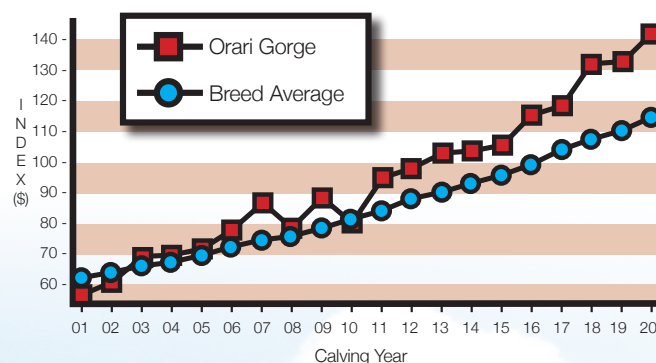
# DO YOU OR YOUR CALF BUYERS WANT PREMIUMS FOR QUALITY BEEF?

- All processors pay premiums across all breeds.
- The most important trait to achieve these premiums is marbling / IMF not skin colour.
- Five Star Beef feedlot take Herefords and Hereford Angus Cross as well as Angus.
- NZ Herefords came first and second for marbling across all breeds in the latest Beef + Lamb progeny test.
- Including IMF in a balanced breeding program is essential for future profitability.

CARCASS IMF (%)



HEREFORD PRIME INDEX



## WHAT DO BEEF CATTLE NEED TO DO TO BE A PROFITABLE PART OF YOUR FARM?

- Positive calving ease for live calves on the ground.
- Good fertility for heifers to get in calf at 15 months and get back in calf.
- Good growth rates.
- High carcass quality with plenty of marbling to meet premium criteria.
- Cows capable of foraging on 2nd class country to improve pastures for other stock.

## WHAT ORARI GORGE HEREFORDS ARE DOING TO CREATE THE BEST GENETICS FOR YOU TO ACHIEVE THIS?

- Mating 15 month Heifers for 50 years.
- Nothing gets a second chance, all dries of every age culled every year.
- Mothers of all the low growth calves culled every year.
- Ultra sound scanning for Eye Muscle Area and marbling for 20 years.
- All cows spend the autumn and winter grazing steep hill country up to 3,500 feet preparing blocks for lambing ewes. They spend the spring and summer following sheep around the lower hill.
- Almost all bulls are DNA Tested Homozygous Polled

# ORARI GORGE HEREFORDS

See the video on our website and follow us on Facebook: [orarigorger](https://www.facebook.com/orarigorger)

## 57<sup>th</sup> ANNUAL BULL SALE WEDNESDAY JUNE 9th 2021 at 11am

Formerly known as Nithdale Herefords - Established 1947

## WWW.ORARIGORGE.CO.NZ



# ORARI GORGE HEREFORDS



Here at Orari Gorge Station we farm 4,300Ha, 75% of which is steep unimproved hill country up to 3,500 feet above sea level. As well as nearly 300 stud cows we also run nearly 400 commercial cows. The stud and commercial Hereford cows are run together in large mobs through the autumn and winter to create the grazing pressure we need to improve the pasture quality for other stock (ewes and hinds). Even the rising 2 year old heifers spend the winter on the hill with no supplements. Despite making our cows work hard for a living all our commercial males have to reach 400kg by 14 months of age and heifers have to reach 300kg by 15 months for mating.

Following best practice we keep all stud bull calves (over 100) in one mob until muscle scanning at 400 days of age as we also do with all the heifers. We have the highest possible rating for performance recording (Five Star, Gold).


Clear breeding objectives, performance recording animals in large mobs and regular culling of animals that don't perform under pressure ensure we achieve steady genetic gain.

We regularly embrace new technologies to help our genetic gain.

- **AI using the best bulls available.**
- **Embryo Transfer of our best cows**
- **Muscle and IMF (marbling) scanning of EVERY BULL AND EVERY HEIFER yearling for over 20 years.**
- **DNA testing every calf born to ensure parentage for nearly 20 years.**
- **Gene testing our entire cow herd in 2013 to ensure the whole herd is free of all known genetic defects.**

We 50k DNA tested our whole cow herd in 2019 and now 30k test every calf born to enhance the accuracy of our breeding values.

The breeding values of animals without progeny (i.e. all 20 month bulls for sale around the country this coming bull sale season) are calculated partly from their own performance but mostly from their pedigree. Every calf born this century at Orari Gorge has been DNA tested to confirm its parentage. This ensures the accuracy of all our pedigrees and therefore the breeding values of all our sale bulls so clients can buy from us with the confidence that the bulls will breed true to their figures. Without confirming the parentage DNA it is easy to have the pedigree wrong for some animals and therefore the wrong figures.

**See the video on our website and follow us on  Facebook: [orarigorge](https://www.facebook.com/orarigorge)**

**WWW.ORARIGORGE.CO.NZ**

# ORARI GORGE BULLS ARE PROVEN TO PERFORM



## ***Don't forget your free lunch – Hybrid Vigour.***

Over 10,000 cows have now been mated to well over 200 bulls from five breeds on five large scale commercial farms across the country as part of the Beef + Lamb NZ Beef Progeny Test. The key finding is that **BREEDING VALUES WORK** on commercial farms.

***If you want to make more money  
from your cows then buy bulls with  
better breeding values!***

Orari Gorge Herefords have actively supported this work by donating semen from our top bulls each year, as have many other leading Hereford studs. In the first year we donated Semen from home bred bull Nithdale Elvis (Nithdale was our stud name before we changed it to Orari Gorge in 2010). Of all the Herefords used in the first year, **Nithdale Elvis** is ranked:

- **1<sup>ST</sup> FOR IMF (MARBLING) \*across all breeds**
- **1<sup>ST</sup> NZ BORN HEREFORD FOR EMA**
- **3<sup>RD</sup> FOR WEANING WEIGHT (200 DAY)**
- **2<sup>ND</sup> FOR YEARLING WEIGHT (400 DAY)**

In the second year we donated semen from **Orari Gorge Mischief** and his progeny ranked:

- **1<sup>ST</sup> FOR WEANING WEIGHT**
- **1<sup>ST</sup> FOR YEARLING WEIGHT**

In the fourth year, progeny **Orari Gorge Patton** ranked (**across ALL BREEDS**):

- **1<sup>ST</sup> FOR EMA**
- **2<sup>ND</sup> FOR IMF**

Hereford bulls aren't just for mating to Hereford cows. Hybrid vigour is a very powerful tool and can result in 8.5% higher weaning weights. 8.5% on a 240kg weaner is an extra 20kg. At today's prices that could be another \$100 on every calf. Crossing two maternal breeds such as Hereford and Angus that are genetically very different but also complimentary to each other has huge benefits. Hybrid vigour results in big improvements in fertility and longevity meaning you need fewer replacement heifers so you can put greater selection pressure on them resulting in even greater gains. Hybrid vigour's biggest effect is on the lowly heritable traits. The Hereford Angus cross progeny are a very sellable product with a variety of market options.

Although growth and carcass traits are important and easy to measure, the production of the cow herd is probably the most important trait for selection. Wintering all our cows (including pregnant rising 2 year olds) on hill country that is as tough if not tougher than most of our clients, puts them under real pressure to test their efficiency and longevity. Several years ago we were part of a Beef + Lamb NZ Maternal Cow Project which involved weighing and BCS every cow three times each year for four years.

We have now taken it to the next level by being part of a joint Lincoln University and NZHA research project which involves GPS collars on some of our cows on the hill to monitor their grazing behaviour over the winter. Which cows sit at the bottom and which cows graze the block properly to prepare it for the ewes at lambing. Similar work overseas has already found these grazing behaviours to be heritable.

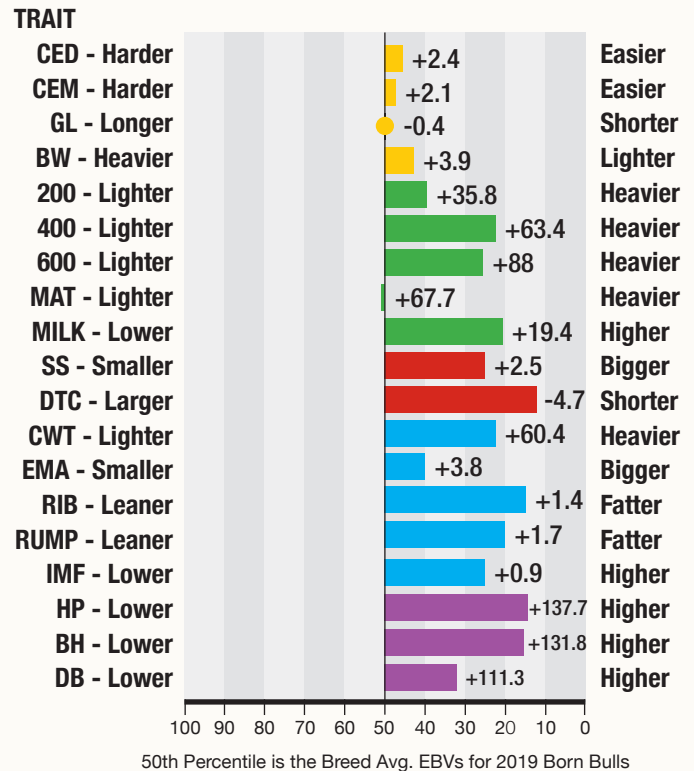
## **SOME OF THE BEST MARBLING IN THE COUNTRY BALANCED TRAITS = MAXIMUM PROFITABILITY**

- **FERTILITY ● STRUCTURE ● BREED PLAN RECORDED ● CARCASS SCANNED ● TB STATUS C10 ●**
- **SEMEN TESTED ● BVD TESTED & VACCINATED ● ALL BULLS HYPOTRICHOSIS FREE ●**



***Buying bulls with better Breeding Values makes you more money. The genetics of your cow herd is only two generations behind your stud bull breeder, where they go - you go.***

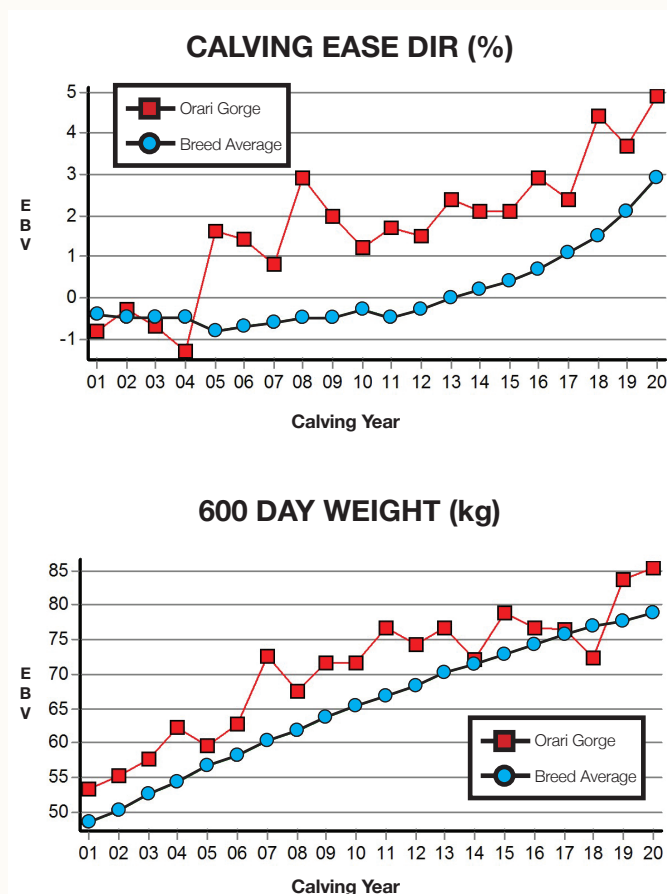
## EBV GRAPH FOR THE AVERAGE OF THE ORARI GORGE SALE BULLS



This graph shows the average EBV for each trait for this year's Orari Gorge Hereford sale bulls. The middle of the graph represents the breed average of each trait so any bar going to the left is below breed average and all the bars going to the right are better than breed average.

As well as our own high standards, all sale bulls are structurally assessed in large concrete pens by Bill Austin of Austin's Ultrasound. We also assessed all our replacement in calf heifers. All sale bulls are then double checked (again on concrete) by two stock agents when we catalogue them. All foot scores will be displayed in catalogues.

***ALL BULLS ARE FULLY GUARANTEED!***



# ORARI GORGE HEREFORDS

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**WWW.ORARIGORGE.CO.NZ**