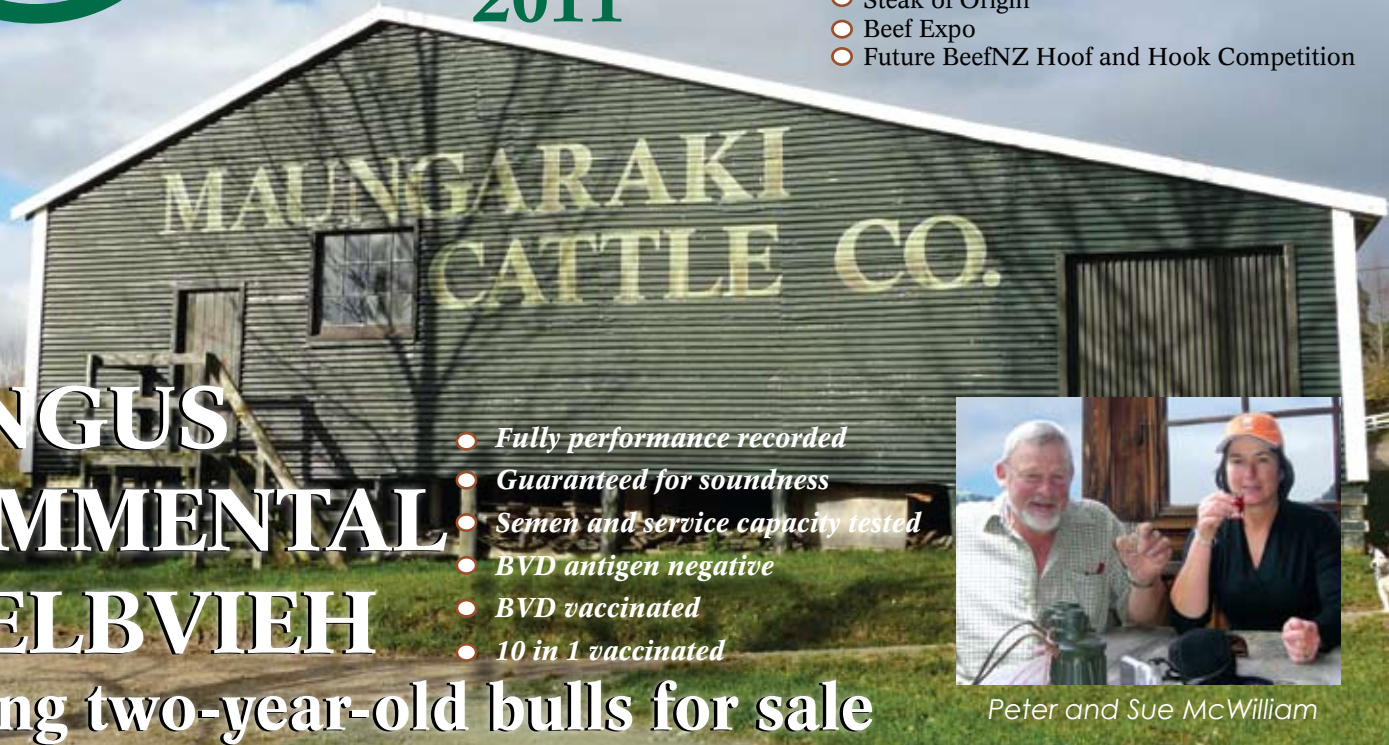


NEWSLETTER 2011

Inside:

- Bull Sales
- Expansion of Angus programme
- Gelbvieh and Balancer programme
- Maungaraki Pustertal (*Peter's Hobby!*)
- Steak of Origin
- Beef Expo
- Future BeefNZ Hoof and Hook Competition



ANGUS SIMMENTAL GELBVIEH rising two-year-old bulls for sale

- Fully performance recorded
- Guaranteed for soundness
- Semen and service capacity tested
- BVD antigen negative
- BVD vaccinated
- 10 in 1 vaccinated



Peter and Sue McWilliam

We are proud of our line up of rising two year old bulls, we have had one of the best summers on record and the bulls have had the opportunity to really express their true genetic potential. A catalogue is enclosed for your perusal. Please contact us if you would like to explore in detail any of the individual bulls.

Gladstone ANGUS

Maungaraki Cattle Company established Gladstone Angus stud in 1996. The herd currently consists of around 80 breeding females with the aim of building up to 100 select cows with in the next few years. Since its establishment we have applied rigorous selection criteria being particularly strict on structural soundness and doing ability, we are proud of our female herd and feel confident that they would match up with any stud herd in the country.

Our senior herd sire **Waitapu Reflection 876** has stamped his mark on our breeding programme and has left us with strong even type of replacement heifers and a magnificent line of easy doing and docile sale bulls.

Impressive line up of 2 year old bulls for sale

This year's crop of rising 2 year old Angus bulls is dominated by sons of **Waitapu Reflection**.

12 of his sons feature in the catalogue, they exhibit the same softness and easy doing ability as their great sire.



Waitapu Reflection



One of 12 Reflection sons for sale

NEW STUD SIRE

*Fossil Creek
Xtravert 36-09
Purchased for
\$18000*

A new Angus sire has been added to the bull battery at Maungaraki with the purchase of Fossil Creek Xtravert 36-09 we purchased him last month at the Beef Expo Angus sale for \$18000 in partnership with Ruaview Stud at Ohakuni. He is an exceptionally sound and powerful young bull with a great temperament. If he breeds as well as his performance figures would indicate we will have some really exciting sale bulls on offer in a couple of years.

Gladstone Gelbvieh

GLADSTONE GELBIEH AND BALANCER



Expo Champion Gladstone Flying High, Sold for \$12000



Reserve Champion Gladstone Xpletive, Sold for \$4000

Our Gelbvieh herd was established in 1989 and has stabilised at around 60 breeding females. Those clients who purchase Gelbvieh bulls appreciate their true value particularly on the maternal side. Gelbvieh sired replacement females are in great demand throughout the country, they are docile trouble free females that require minimal attention and rarely wean a calf under 300 kgs.

We have been developing the Balancer composite over the past few years. These bulls carry a mix of Gelbvieh and Red or Black Angus genetics. They are extremely hardy and particularly popular in the US amongst cattlemen who want to breed more moderate framed cows on some of the harsher areas of the states.

A first appearance for the Gelbvieh breed at the National Beef Expo show and sale at Manfield Park in Feilding resulted in the rising two year old bull **GLADSTONE FLYING HIGH** winning breed Champion and selling for a record \$12000. He was bought by Cloudy Peak station near Fairley in the South Island. Flying High is sired by AI from imported North American bull Flying H Sculptor and out of a 13 year old home bred cow Gladstone Ruby S61.

The Reserve Champion bull **GLADSTONE XPLETIVE** also sold to the South Island to Muller Station with semen rights being retained by Maungaraki Cattle Company.

A total clearance of the Gelbvieh catalogue resulted in an average of \$5600 for the breed.

It has been a huge year for the Gelbvieh breed. In the National Steak of Origin Competition two Gelbvieh heifers made it through to the semi-finals out of over 400 entries and in the Future Beef NZ Hoof and Hook Competition a pure Gelbvieh steer from Maungaraki won Reserve OverAll Champion in the Euro section.

A quality line up of **Simmental**

Whip-Lash [polled] was the pick of the 2008 bull calves; we retained him because of his great length smoothness and balance. His first crop of calves are outstanding, they display the same softness and easy doing ability as their sire.



RESIDENT SIRE Wai-iti Whip-Lash W128



SALE BULL Wai-iti Xactly X18



SALE BULL Wai-iti Xhaler X54

PUSTERTAL ~ *bella!*



Pussi ~ typical donor cow

Semen for sale from imported Pustertal sires

- ▷ **Sardo [Black]**
- ▷ **Ozo [Red]**
- ▷ **Beppo [Black]**
- ▷ **Ozino [Red]**

THREE YEARS AGO we imported embryos and semen from one of the world's rarest breeds of cattle called Pustertal, there are less than 500 purebred females remaining.

They are a hardy ancient alpine breed from South Tyrol in the north east of Italy in the Dolomite mountains region. They are a distant cousin of Simmental and also related to the Pinzgau breed from Austria and the Vosgene breed from north eastern France. These tough and hardy cattle are renowned for their ability to not only survive but thrive on rough mountainous pastures foraging mainly above 2500 meters in the alpine summers.

Their other special character is the exceptional meat quality, which is considered to be somewhere between Angus and Piedmontese and Wagyu.

These traits were validated by GeneSTAR testing semen we imported from two unrelated bulls which put them in the top 10% for Food Conversion Efficiency and Tenderness.

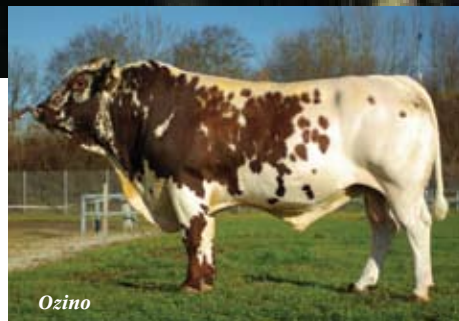
These docile cattle colour stamp their progeny with a distinctive white stripe all the way down their back including their tail, their body colour is black or red.

Recently Sue and I spent some time in South Tyrol getting to know the Alpine habitat the Pustertal cattle live in and enjoying the company of the personalities involved in the breed, we have established some great contacts and made many friends over there.

The second consignment of pure Pustertal embryos from Europe last year resulted in another 3 heifers and 2 bulls.

We are slowly building up full blood numbers and adding to our nucleus by grading up from our Simmental and Gelbvieh base cows.

*If you would like to
be involved in the
preservation and
development of this
extraordinary beef breed,
feel free to visit or give us
a call at any time.*



Ozino



Sardo



Steak of Origin Semi Finals

for three Maungaraki steaks

The **Steak of Origin** challenge aims to find the most tender, tastiest sirloin steak in New Zealand. It is open to beef farmers, retailers, wholesalers and foodservice.

The competition process involves an initial assessment of the sirloin steak at Carne Technologies in Cambridge. Each steak is aged for three weeks before being tested for tenderness, pH and % cooking loss. The only the most tender steaks make the semi-final and are cooked and tasted by a panel of judges in Christchurch.

Maungaraki Cattle Company again competed successfully in this event; we entered 3 heifers and a steer, all three heifers made it through to the semi finals over 400 entries were received from around New Zealand.

Our **PUSTERTAL/ANGUS** heifer got through to the semi finals in the cross bred class and our pure bred **GELBIEH** in the pure bred European also an **ANGUS** heifer from Maungaraki came through in the British bred class and made it to the semi-final.

Future Beef NZ Hoof and Hook Competition

Future Beef NZ is an exciting initiative which has been created to reshape and re-ignite the New Zealand beef industry's youth involvement, at a national level.

Events are organized to provide students with an opportunity to gain hands-on experience in the beef industry.

These are just a few of the benefits gained by participants:

- First hand experience with beef cattle
- The development of skills essential in the beef industry
- Experience with new technologies available
- Cattle appraisal and handling skills
- Knowledge about meat qualities and the processing of beef
- An awareness of the numerous career paths available to them
- Guidance and direction from inspiring mentors
- They meet other students with similar interests and aspirations
- They have a lot of fun.

The main event was held at Feilding Expo Centre over the weekend preceding the National Bull sales, over 80 students with their steers competed from all around New Zealand.



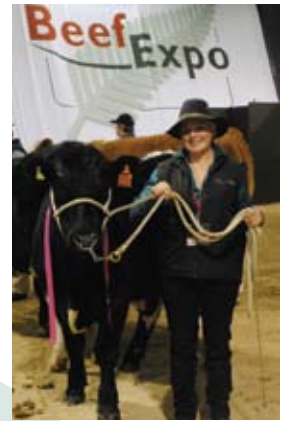
Ari riding high at Expo



The 'M' Team: Peter, Emma, Ari, Lauren and Willie

Maungaraki had their own team represented by Lauren McWilliam currently studying at Massey University and second year Taratahi students Emma Pollitt and Arianna Rochelle. They were competing with purebred Gelbvieh and Simmental steers and an Angus cross Pustertal steer. The Maungaraki Team picked up several major ribbons including Reserve Overall European Champion Hoof and Hook steer.

Emma came 2nd in the senior judging section and Ari was 2nd in with her purebred Simmie.



Lauren with prize winning Pustertal cross steer



Taratahi team

Taratahi Training Farm had 12 first year students participate; Peter again coached the students for the 10 week period prior to the event. Taratahi Hawkes Bay went on to win the coveted Education Provider Team Award.

ASSOCIATE JUDGE

William McWilliam

Willie had a couple of challenges ahead of him at this years Expo. His first assignment was Associate Judge of the Future Beef NZ handler's competition, an event his sister just happened to be competing in. (She came 4th in her class!) His other task was assistant Judge of the Simmental bull class at Expo.



For the 2011 Expo the MCC crew wore their new jackets



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