



Maungaraki "SUPERTAL"

TWO 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 in the world.

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. Foraging mainly above 2500 meters in the alpine summers, these tough and hardy cattle are renowned for their ability not only to survive but thrive on rough mountainous pastures.

Their other special character is their exceptional meat quality, which is considered to be somewhere between Angus and Piedmontese and Wagu. 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. The body is black or red.

Recently Sue and I spent some time in South Tyrol getting to know the Alpine habitat where **Pustertal** cattle thrive. We



Maungaraki El Toro, first Purebred Pustertal in New Zealand.
ADWG from birth to 200 days: 1.75kg

enjoyed the company of the personalities involved in the breed establishing some great contacts and many friends.

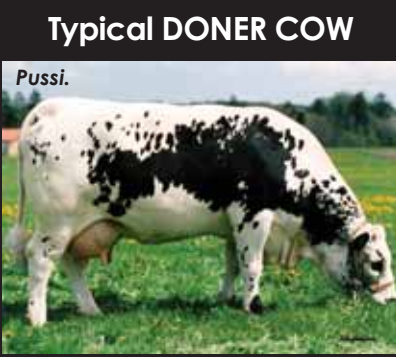
Apart from establishing a small nucleus herd of pure **Pustertal** our intention is to develop a hybrid, using our Simmental herd as the base, hence the name "SUPERTAL".

We have several purebred and half bred yearlings including one exceptionally powerful pure-bred bull who weaned at exactly 7 months weighing in at just under 400 kgs!

Our second batch of embryos and AI calves is due in September 2010.



AI SIRES



Typical DONER COW



Top: Maungaraki Rosso, Pustertal-Simmental Hybrid ~ "Supertal"
Right: Maungaraki Rosanna, Pustertal-Simmental Hybrid ~ "Supertal"



"SUPERTAL"... THE ULTIMATE TERMINAL SIRE

- Explosive growth at an early age
- Exceptionally docile
- Extraordinary carcass qualities
- Efficient forage converters
- Easily identified [colour stamped progeny]

If you would like more information on the Pustertal breed or would like to be part of the development of these fascinating cattle in New Zealand, feel free to visit or give us a call at any time.



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Newsletter 2010

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Peter and Sue McWilliam

ANGUS, SIMMENTAL and GELBIEH rising two-year-old Sale Bulls

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.



The sale bulls are available for inspection and delivery at any time

All bulls are:

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



Hands-on support for Future Beef New Zealand

Future Beef NZ is an exciting new 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 experience in the beef industry.

On the road for Beef Expo selections

Peter McWilliam and East Coast Angus breeder Grant Crawshaw had the unenviable task of inspecting and selecting the bulls entered in the National Beef Expo. Around 200 bulls were inspected from Angus, Hereford, Simmental, Murray Grey and South Devon breeds.

4000 kilometres and 10 days later the job was done and the final selection made. It was pleasing to see the vast majority of bulls offered at the Expo selling well and the overall average and clearance well up on last year.

Maungaraki Cattle Co. was represented at the Expo with 3 Angus and one Simmental bull, they all sold well, with the Simmental going to Beresford Simmental Stud at Owaka in Southland.

The Taratahi students also did well in their respective classes including 2nd place in the livestock judging section.

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 the over the weekend preceding the National Bull sales, over 80 students with their steers competed from all around New Zealand.

From left to right:
A clean sweep of 1st, 2nd and 3rd places by Lauren, Lucy and Richie.



Taratahi Training Farm had 12 students participate, with 3 of their steers provided by Maungaraki Cattle Co. Peter also coached the students for the 10 week period prior to the event.

Maungaraki also had their own team represented by Willie and his partner Lucy Brophy and Lauren and her partner Richie Cameron plus four Simmental and Gelbvieh cross steers.



Willie joins the Team at Maungaraki

After completing 4 years of study at Massey studying for a degree in Agri Business William McWilliam has come back to Maungaraki to take over the day to day running of the farm and the management of the breeding herds.

This will free up Peter's time and allow him to spend more time with existing clients and develop new markets both locally and overseas for Maungaraki genetics.



Gladstone Angus



Typical Waitapu Reflection progeny.

MCC established Gladstone Angus stud in 1996. The herd currently consists of around 60 breeding females with the aim of building up to 100 select cows within 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.

Recently we purchased embryos from Kenhardt Stud at Nuhaka and Fossil Creek Stud in Canterbury

Our senior herd sire **Waitapu Reflection 876** cemented our breeding programme leaving us with a strong line of replacement heifers and magnificent easy doing and docile sale bulls. Reflection will soon be going into quarantine for semen collection for Australia.



Gladstone W17
Junior Herd Sire, 100% Gelbvieh

Gladstone Gelbvieh and Balancer



Gladstone W17
Junior Herd Sire, 100% Gelbvieh

Established in 1989 the Gelbvieh herd has stabilised at around 60 breeding females. Clients who purchase Gelbvieh bulls appreciate their true worth in particular their maternal value. Gelbvieh sired replacement females are in great demand throughout the country. The docile trouble-free females 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.



Gladstone T107, Balancer Sire
67% Gelbvieh/33% Red Angus

Wai-iti Simmental Dispersal Sale

Over 27 years ago Wai-iti Simmental herd was established by Sue's brother Tim Wallace and their father Sandy. Two years later Sue and I moved from Australia to take over the herd and grew the pure bred stud to over 100 pedigree cows.

In April this year we made the difficult decision to disperse the majority of the herd. We were delighted by the support we had from fellow breeders throughout New Zealand and Australia.

62 lots sold for an overall average price of \$2100

The feature female of the day was Wai-iti Unique L64, dam of Wai-iti Nutcracker (who sold for a record price of \$39,000 at the 2005 National Beef Expo). She sold to Brian Aldridge from The Mews at Lincoln near Christchurch for \$6100.



Wai-iti Unique L64 and calf.

The heifer calf at foot on L64 was sold separately and purchased by Waterfront Simmental stud from South Australia for \$5500 they also purchased the top priced in-calf heifer Wai-iti Billow U14 for \$5100; she is carrying a pregnancy to the German polled bull Stienadler.

The aged cows and a number of younger Simmental females will form the basis of Maungaraki **Supertal** Stud



Success at Steak of Origin continues

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. Top chefs and celebrities judge the event.

For the second year in a row **Maungaraki Cattle Company** has successfully competed in this event, winning 1st and 2nd place in the Best of European Breed class in 2009 and coming 3rd in the same class with a pure bred Gelbvieh steak in this year's event, over 400 entries were received from around New Zealand.

