

# SHORTHORN FLYER

December 2009

## PRESIDENT'S MESSAGE

*Dear Members,*

*It is hard to believe that Christmas is almost upon us once again. My word the year has gone fast. With cow mating in full swing for most breeders it is time to remind you all of our ruling for DNA testing of breeding sires being used in your herd. Please understand we do not want all your bulls tested it is just the sires being used for mating that have been born in 2008 and beyond. We are not asking for old bulls or Expo bulls to be DNA tested. It is just sires being used for mating. Yes it will cost you \$35 but Parent Verification is becoming a big factor in today's world especially when gene deficiencies occur in cattle. If anything was to happen in our breed genetically we will have a base to start our search from helping to curb any problems quickly. PLEASE if you have any problems understanding this talk to your councillor in your area or phone me.*

*Council held a meeting at Christchurch Show time at which it was decided to run a Led and Unled Section again at Beef Expo. While the programme for Expo 2010 has not been finalised the dates for Expo are Monday 17th & Tuesday 18th May 2010. It is planned to have Bull Inspections and Open Days at the Bull Test Stations Monday morning followed by Judging of led cattle in the afternoon. Tuesday will see all bulls sold on the one day. As I have said this*

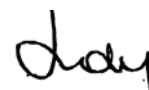
*programme is not final as there are a few logistical problems like penning for all the bulls. The Breed Dinner will be on Monday night and Steak of Origin Finals and Dinner will be Tuesday night.*

*Some more dates for your calendar for 2010 are our Annual General Meeting. The 2010 AGM will be held in conjunction with a Herd Tour. The programme for this is outlined in the newsletter. We are having the AGM early so as we can have our usual bi annual herd tour and to get away from Expo. Mark Stevens and Linda Shailer from PBB have been asked to come to the AGM. Mark is going to speak on DNA and Linda on Registry in particular Registering Online.*

*I have attended the Annual General Meetings for Steak of Origin, Beef Expo and PBB. At the PBB AGM Timothy Plummer resigned off the Board as the minor shareholders representative and Peter Foss from South Devon as taken Timothy's place. I must thank Tim for all that he has done for Shorthorns and all the other breeds as our representative. Tim was first elected to the Board in 2001 as the non-shareholders representative until the shareholding restructure in 2005 and was subsequently appointed the Director to represent the combined shareholders.*

*Many thanks to everyone who have shown cattle these last few months. It has been great to learn of some fantastic successes for our breed in the Show ring. Just being seen at a show is a good profile for our breed.*

*Best Wishes to you and your families. Have a wonderful Christmas and an even better new decade.*



Judy



PBBNZ Office will close for the Christmas break from 5pm on Tuesday 22nd December and reopens on Wednesday 6th January 2010.

The PBBNZ management and staff would like to take this opportunity to wish you a

*Merry Christmas and happy New Year.*

# Wyndham A & P Show

Westwood and Brigadoon studs represented the Beef Shorthorn breed at the Wyndham A&P show held on the 5th December 2009. Competing against animals that had been place getters and winners at the recent Royal Show in Christchurch show they performed very creditably. Brigadoon Cumberland 720 was Supreme Champion Shorthorn and went on to be runner-up in the Meat and Wool Cup behind a 5yr old Angus cow who went on to become the Supreme animal of the show. Brigadoon Fortune 715 won the All Breeds senior bull. Cumberland was 3rd in the large 2yr class and Brigadoon Bonny Maid won the yearling heifer class from 13 other entrants (a Royal Show winner among them) and then went on to beat an Angus bull, again a royal show winner, to take out the Supreme junior beef animal of the show title. There was much delight among the Shorthorn supporters! Next show is Winton on 16 January 2010.

*Brigadoon Bonny Maid and Brigadoon Duchess being eyed up by the judge.*



*Brigadoon Bonny Maid heading the line up.*



*Bonny Maid meeting up with the Champion All Breeds Yearling Bull.*

**The handler is Matthew Wilson**

## 2010 ANNUAL MEETING AND HERD TOUR

**Book your dates now to visit the Wairarapa and Hawkes Bay 23rd and 24th February 2010**

Members are to meet at David and Pip Blackwood's, Hinewaka Shorthorns, Te Wharau/Flat Point Road, Masterton at 10.30am on Tuesday the 23rd February.

Those coming from the South fly into Wellington that morning and share a car; it is 2 hours from Wellington airport to Hinewaka. Those driving, plenty of time to get to David's that morning.

Your Council will be meeting in Masterton the evening before. Tour will finish following afternoon at Timothy Plummer's Tahuna Shorthorns, Waipawa in time for travel to the airport or to enjoy an autumn evening at a Hastings winery.

Please all make an effort to join with your Council for these two days. The importance of fellowship amongst us all is so valuable and this is the yearly chance to get together to promote views and interest in our breed.

Any queries please contact Timothy Plummer 0274 578 001

Please notify Kaylene at the Shorthorn office of your intention to attend:

**Phone:** 06 323 4484

**Email:** [kaylene@beefbreeders.co.nz](mailto:kaylene@beefbreeders.co.nz)

### Proposed Itinerary

#### TUESDAY 23RD FEBRUARY:

**10.30am** Hinewaka Shorthorns - Inspection of cattle and lunch.

**2.30pm** Tararua Breeding Centre - Centre visit and Robyn How to discuss bull fertility.

**5.00pm** AGM and dinner- Waipukurau Club  
Linda Shailer speaking on Registering online.  
Mark Stevens speaking on DNA.

Accommodation has been block booked at the Tuki Tuki Motel, Herbert Street, Waipukurau Phone: 06 858 9206

Those attending to confirm and pay directly with motel quoting NZ Shorthorn Association as contact.

#### WEDNESDAY 24TH FEBRUARY:

**9.00am** Waiterenui Angus - Will McFarlane has kindly agreed to share his thoughts on cattle selection and view his stock friendly facilities.

**10.00am** Bill Austin will take us through animal structural soundness evaluation.

**1.00pm** Lunch and inspection of Hiwiroa and Tahuna cattle.

# PBB<sub>NZ</sub> & BEEF EXPO UPDATES

AGM's were held at the PBB<sub>NZ</sub> offices for the following companies/organisations:

## PBB<sub>NZ</sub>

PBB<sub>NZ</sub> reported a small loss for the past financial year, however the net cash surplus from operations improved notably during the year.

## Significant changes at PBB<sub>NZ</sub> are:

The joining of the NZ Red Devon Society to the PBB<sub>NZ</sub> fold early in 2010.

The purchase of the rights to HerdMASTER software. This is a fully integrated supply management and a lifetime traceability system. PBB<sub>NZ</sub> will become actively involved in the sales and support of HerdMASTER Stud and HerdMASTER Commercial. This is a direct result of AngusPure asking that they develop a supply management and lifetime traceability solution for them.

## Steak of Origin

Steak of Origin will be much the same as last year.

A major change is that the tenderness testing will be done by Carne Technologies in Cambridge this time. The change has been made as the cost is significantly lower. As a result of this the initial taste testing will move to Hamilton instead of Christchurch.

More stringent regulations were planned for the semi final stage to improve uniformity in how steaks were cooked. Prizes are to remain the same as 2009.

## Beef Expo

Beef Expo for 2009 recorded a small loss. This year all animals are to be sold on the one day. A proposed draft programme is as follows below:-

## Beef Holding Company Ltd

This is a relatively new company that has been set up specifically to own the building in which PBB<sub>NZ</sub> resides. The shareholders of the company are Angus NZ, NZ Hereford, Simmental NZ and PBB<sub>NZ</sub>.

## Combined Societies Representative on the PBB<sub>NZ</sub> Board

Timothy Plummer (from the Shorthorn Society) has been the representative for the combined societies since 2001. He resigned at this meeting and has been replaced by the South Devon Society member Peter Foss. Peter had been the alternative representative (the representative who attends meetings if the Board member is unable to). Trevor Clarke (from the Murray Grey Society) has been appointed as the alternative representative for the next two years.

The combined societies are: Charolais Breeders NZ, South Devon, Shorthorn and Murray Grey.

## PBB<sub>NZ</sub> Service Agreement

The Service agreement between PBB<sub>NZ</sub> and the various Breed Societies is currently under review.

## Beef Review 2010

In this Newsletter is the booking forms for you to place your advertisement in next years edition of the Beef Review. Without the support of the Meat & Wool NZ mailing list this publication would not be possible. This publication reaches 15,000+ Commercial Beef Farmers!

Your advertising support means greater editorial coverage for your breed.

**Don't Delay** - Please fax back to the office your confirmation of support for the annual Beef Review.

<p><b>Saturday 15th May</b>            Future Beef NZ Hoof &amp; Hook Competition            8.00am Registration            10.00am Team Building            11.00am Modules            12.00pm Lunch            1.00pm Modules            2.00pm Judging            3.00pm Break            3.30pm Module Test            5.00pm Finish</p>	<p><b>Monday 17th May</b>            7.30-9.30am Breakfast &amp; Technical Forum (Manfeild)            10.00-12.00pm Angus Open Day            11.00-1.00pm Hereford Super Sire Open Day            12.00-2.00pm Charolais Open Day            1.00-3.00pm Simmental and Shorthorn Open Day            2.00-4.00pm Led Cattle Judging, (Hereford, Simmental, Shorthorn, Angus, South Devon, Murray Grey) at Manfeild            7.00pm Breed Dinners</p>	<p>FBNZ Hook Judging &amp; Overall winner announced immediately following the Angus Sale            6.00pm Steak of Origin Judging            7.00pm Steak of Origin Dinner  <b>Announcement of the PGG-Wrightson Champion of Champions</b></p> <p>Video selling is being considered for some animals. If this is put in place then this may free up space for entrants. It is expected that video selling of animals would cost an additional \$250 each on top of the entry fee. The cost is due to the screen needed (a cost of \$5,000) plus the cost of the videoing.</p>
<p><b>Sunday 16th May</b>            10.00am Steer judging            1.00pm Handler Judging            4.00pm 2010 Champion Handler            5.00pm Beef Bash – Prize Giving,            Casual Meal &amp; Entertainment for all</p>	<p><b>Tuesday 18th May</b>            9.00am All Breeds Parade            Shorthorn Sale, Murray Grey Sale, Simmental Sale, Hereford Sale, South Devon Sale, Charolais Sale, Angus Sale</p>	



The 2010 Shorthorn World Conference and tour will take place here in the UK between June 23rd and July 9th. This will be a great opportunity to showcase our Shorthorn genetics to other Shorthorn breeders from around the world. The delegates will visit the Royal Highland Show where we hope to have a great display of cattle forward. The itinerary for the tour is below and details of costs for the various parts of the tour will be available towards the end of 2009.

**We are delighted to announce that our Patron HRH the Princess Royal has agreed to host a reception at some point during the conference and tour at which she will meet all the delegates. For security reasons we are not allowed to publish date or venue until nearer the time.**

## Itinerary for Shorthorn World Conference 2010

### **Weds 23rd June**

Delegates arrive Edinburgh, met at airport and transferred to Edinburgh Hotel,  
For registration, Evening reception at the Scottish Parliament, hosted by John Lamont MSP

*Overnight* – Holiday Inn, Edinburgh (6 nights)

### **Thursday 24th June**

Royal Highland Show – Judging of Beef Shorthorns

*Overnight* – Edinburgh

### **Friday 25th June**

Royal Highland Show – judging of Dairy Shorthorns or alternative visit to Loch Lomond

*Evening* – Dinner and Trophy presentation at Royal Highland showground

*Overnight* – Edinburgh

### **Saturday 26th June**

Sightseeing in Edinburgh possibly include Castle, Royal Yacht Britannia, National Gallery of Scotland  
Option of 3rd day at show if required

*Overnight* – Edinburgh

### **Sunday June 27th**

AM. Visit Bow Hill Estate home of the Duke of Buccleuch  
PM. Visit to James and Debbie Playfair-Hannay, Morebattle Tofts, Kelso TD5 8AD

*Lunch* at Morebattle Tofts      *Overnight* - Edinburgh

### **Monday 28th June**

AM. Visit Glamis Castle

*Lunch* at Glenisla

PM. Visit to the Gibb family's Glenisla herd, Blairgowrie, Perthshire PH11 8QL

*Evening meal* overlooking the Firth of Forth & the Bridges

*Overnight* – Edinburgh

### **Tuesday 29th June**

AM. Visit Carey Coombs Dunsyre herd, Carnwath, ML11 8NG (22 miles)

*Lunch* at C Coombs'

PM. Visit Messrs Biggar's Chapelton Herds, Castle Douglas DG7 3EU

*Dinner* at Chapelton      *Travel to overnight at* –  
Swallow hotel, Carlisle (1 night)

### **Weds 30th June**

AM. Visit Charles Lowther's herd at Armathwaite, Carlisle CA4 9TN  
Travel to Housesteads (Hadrian's Wall)

– followed by lunch

PM. Visit David and Shirley Baynes, Marleycote Herd, (Dairy Shorthorn herd and milk processing unit. Cows milked by robotic milkers) Hexham, Northumberland NE47 0DQ

*Dinner* at Messrs Baynes

Travel to Overnight at Park Inn York (92 miles) (2 nights)

### **Thursday 1st July**

AM Visit Gerald Turton's Upsall Herd, Thirsk, North Yorkshire (The oldest Beef Shorthorn Herd in England) YO7 2QJ

*Lunch* at Upsall

Travel to York (27 miles) – afternoon and evening free Free time to tour York – Minster, Museums, Walls, Jorvik Centre etc – maybe optional guided tour.

*Overnight* in York

### **Friday 2nd July**

Travel to Horrell family's Pode Hole Herd at Peterborough (131 miles). Refreshment stop at Thaymars ice cream parlour (made from Shorthorn milk)

View Pode Hole Herd

*Lunch* followed by International judging event

*Dinner* at East of England showground

Travel to overnight at Marriott Hotel, Huntingdon Cambridge (45 miles ) (3 nights)

### **Saturday 3rd July**

Travel to Tim and Anne Wyatt's Twells Herd (Dairy Shorthorns – rotary parlour) (45 miles)

*Lunch* at Wyatt's

Travel to Brian Filby's Groveland Herd, Norwich (40miles)

*Dinner* at Filby's

Return to overnight at Huntingdon (85 miles)

### **Sunday 4th July**

AM. Visit to Madingley American War Cemetery

Travel to Croxton Park herd at Huntingdon (Manager Dan Bull)

*Lunch* at Croxtonpark

Return to overnight at Huntingdon.

### **Monday 5th July**

Travel to Chris and Shirley Marler's Wavendon herd, Olney Bucks (43 miles)

View herd and private zoo.

*Lunch* at Chris Marler's

PM. Visit Woburn Abbey house and Deer Park, the home of the Duke of Bedford

Travel to overnight at Alveston Manor Stratford upon Avon (4 nights)

### **Tuesday 6th July**

AM. Visit Graham Madeley's herd of organic Dairy shorthorns

PM. Visit to be arranged – several options under consideration

*Overnight* Stratford upon Avon

### **Weds 7th July**

Day 1 - World Shorthorn Conference in Stratford upon Avon with keynote speakers and Country reports.

*Overnight* in Stratford upon Avon

### **Thursday 8th July**

AM. Day 2 of World Shorthorn Conference - concludes 12.00 noon

PM. Meeting of World Shorthorn Council

PM. Free time in Stratford

Closing Gala Dinner at Alveston Manor

*Overnight* at Stratford upon Avon

### **Friday 9th July**

Tour ends - transfer to Birmingham Airport

**The tour packages are available as follows: Please use separate booking form to book your place.**

**PACKAGE 1:**

WHOLE TOUR – 23 JUNE – 9 JULY – 16 Nights

Arrival into Edinburgh Airport on 23 June - Departure from Birmingham Airport on 9 July after breakfast

Twin share GBP £1698.00

Single supplement GBP £ 530.00

**PACKAGE 2:**

SCOTLAND ONLY – 23 JUNE – 29 JUNE – 6 Nights

Arrival into Edinburgh Airport on 23 June - Departure from Edinburgh Airport on 29 June after breakfast

Twin share GBP £685.00

Single supplement GBP £210.00

**PACKAGE 3:**

ENGLAND ONLY – 28 JUNE – 9 JULY – 11 Nights

Arrival into Edinburgh Airport on 28 June – Departure from Birmingham Airport on 9 July after breakfast

Twin share GBP £1095.00

Single supplement GBP £ 355.00

The travel agent coordinating the tour is Carolyn Cree of Agritravel email: carolyn@barfieldtravel.co.uk If any delegates wish to extend their stay in UK, Carolyn would be pleased to assist in arrangements for onward travel and accommodation. If anyone wishes to vary their stay from the above packages please email Carolyn with requirements.

**Translation**

A Spanish Interpreter will travel on one of the coaches for the whole of the tour for the benefit of Spanish speaking delegates. Simultaneous translation in to Spanish will be provided at the Conference (subject to demand)

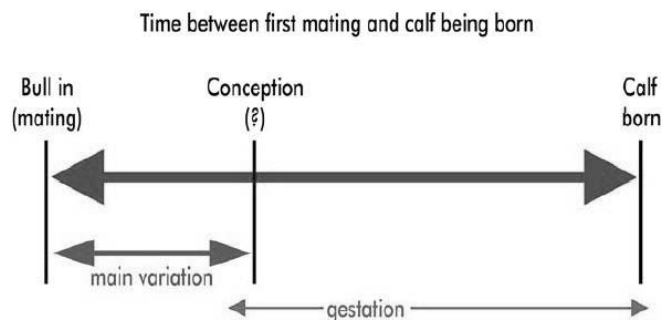
**Conference Speakers**

We have several interesting and relevant speakers already booked for the Conference covering a variety of topics. We are currently working on the detailed programme for the Conference and will publish details later.



## Days to Calving EBVs

While not currently calculated within the Shorthorn GROUP BREEDPLAN analysis, BREEDPLAN has the capability to calculate a “Days to Calving” EBV. This EBV relates to female fertility and provides estimates of genetic differences between animals in the time from the start of the joining period (ie. when the female is introduced to a bull) until subsequent calving.



As part of the ongoing research and development of BREEDPLAN, the information that is required for the calculation of the Days to Calving EBV has recently been reviewed by both the Animal Genetics & Breeding Unit (AGBU) and the BREEDPLAN Technical Liaison Group (BTLG).

Resulting from this review, there have now been significant modifications made to a) the information that needs to be submitted by members interested in having Days to Calving EBVs calculated for their animals, and b) the methods that are available to submit this information for inclusion in the calculation of Days to Calving EBVs.

In order to provide further information on the modifications that have been made to the Days to Calving EBVs a tip sheet has been developed titled “Understanding Days to Calving EBVs”. This tip sheet provides information on Days to Calving EBVs in general, as well as specific information about the information that needs to be recorded to enable to calculation of Days to Calving EBVs.

While the Days to Calving EBV is not calculated within the BREEDPLAN analysis that is current conducted for Shorthorn, any member that is interested in having Days to Calving EBVs calculated for their animals is now strongly encouraged to submit joining information to BREEDPLAN. Historical information can also be submitted. Once sufficient information has been recorded, the feasibility of calculating a Days to Calving EBV for Shorthorns will be explored.

It is also important to note that any members using a BREEDPLAN compatible herd recording program (e.g. HerdMaster, Stockbook, Herdlink) should contact their software supplier to request a software upgrade that will encompass the necessary recording and submission revisions.

Should you have any queries regarding the recording and submission of joining information or Days to Calving EBVs in general, please do not hesitate to contact Christian Duff at SBTS by phone on (02) 6773 2472 or email: christian@sbts.une.edu.au

# Keeping Up with DNA Technology



## SBTS & TBTS Update



While still in its infancy, the DNA technology that is available to seedstock cattle producers is expanding at a rapid rate. DNA represents the next generation of genetic technology and coupled with existing technologies, promises to offer the seedstock industry with the ability to increase the rate of genetic improvement over and beyond what is currently being achieved. So how can seedstock cattle producers make use of DNA technology within their enterprise?

The following article provides an update on the DNA technology that is currently available to seedstock cattle producers in Australia.

- **Parentage Verification:** The most common use of DNA technology at present is for parent verification. Parentage verification offers producers the ability to confirm the sire and/or dam of a particular calf. For example, the ability to identify the sire from multiple sire joinings, to identify whether the AI sire or the back up bull sired the calf in artificial breeding programs, and to reduce pedigree errors caused by such things as human errors, cross mothering and bulls jumping the fence. In order to maintain the integrity of their pedigree information, most Breed Societies now also have regulations relating to parent verification. Parentage verification services are available in Australia through DNA labs such as the University of Queensland and Pfizer Animal Genetics.
- **Genetic Disorder Management:** DNA tests are available to identify visually normal animals that are “carriers” of genetic defects. The most recent and widely publicised genetic defects have been Arthrogyposis Multiplex (AM) and Neuropathic Hydrocephalus (NH) in Angus cattle; however genetic defects exist in almost all other breeds. For example, Pompes Disease in Brahman and Shorthorn, Mannosidosis in Red Angus, Murray Grey and Salers, and Protoporphyrin in Limousin just to name a few. Using DNA to identify “carrier” animals enables these genetic defects to be carefully managed by seedstock breeders. Similarly to parentage verification, DNA tests for genetic defects are available through University of Queensland (in conjunction with Elizabeth Macarthur Agricultural Institute) and Pfizer Animal Genetics.
- **Selection for Type Traits:** DNA tests are available to identify animals that are “homozygous” for type traits such as coat colour (black or red) and horn status (horn or poll). For example, breeders interested in increasing the frequency of polled animals within their herd can use a DNA test to identify polled animals that carry two polled alleles (rather than one) and who therefore will produce 100% polled progeny. DNA tests are currently only available in Australia for coat colour with both the University of Queensland and Pfizer Animal Genetics offering a test. While not available in Australia, a horn status test is available for several breeds in the United States through two DNA companies, Igenity and MetaMorphix. The Beef CRC have also recently publicised that they have developed a horn status test and are currently liaising with DNA labs about making this test available in Australia.

- **Improvement of Production Traits:** DNA tests are available that use gene markers to identify genetically superior animals for economically important production traits. DNA tests for production traits are available in Australia through Pfizer Animal Genetics (marbling, tenderness and feed efficiency) and University of Queensland (myostatin - associated with increased muscling).

Several overseas DNA companies also offer tests for production traits including Igenity (retail beefyield, rib eye area, back fat thickness, marbling, tenderness, percent choice, stay ability, pregnancy rate, calving ease, average daily gain, feed efficiency, docility and myostatin) and MetaMorphix (marbling and tenderness). The DNA tests that are available provide an estimate of an animal’s breeding value for each production trait from gene marker information alone.

In contrast to the other applications of DNA technology, use of gene markers to identify genetically superior animals for important production traits has become increasingly challenging as the technology has developed. Initially it was thought that a few gene markers would be sufficient to identify a significant portion of the genetic variation in economically important traits. However, it is now apparent that for most traits this concept was oversimplified and many hundreds, possibly thousands of gene markers will be required to adequately identify a significant portion of the genetic variation for each trait. Coupled with this, additional difficulties have been identified such as gene markers having different associations with the trait of interest in different populations of animals (eg. different breeds). These challenges have slowed the commercialisation of DNA tests for production traits with the scientific community now believing that the optimal use of the results from these DNA tests will be to include them into the existing BREEDPLAN analysis to increase the accuracy of the Estimated Breeding Values (EBVs) that are currently calculated. Importantly, most of the commercially available DNA tests for production traits have been independently assessed so that seedstock producers can assess the usefulness of a particular DNA test when deciding whether to test their animals. Independent assessment results of the tests that are available in Australia are displayed on the Beef CRC website ([www.beefcrc.com.au](http://www.beefcrc.com.au)) while independent assessment results in the United States are available on the NBCEC website ([www.nbcec.org](http://www.nbcec.org)).

While the above provides a brief overview of the current DNA technology that is available to beef producers in Australia, as time progresses, the magnitude of DNA technology available is likely to increase exponentially. The challenge for seedstock cattle producers will be to carefully select which DNA technology they invest in to ensure that they harness the benefits offered by DNA in the most cost effective manner possible. For further advice on the use on DNA technology within your herd, please do not hesitate to contact staff at SBTS or TBTS.



# Mature Cow Weight – The balancing act!

A question worth asking yourself is “what impact is the weight of the cows in my breeding herd having on the overall profitability of my business?”

To answer this you need to understand how the weights of mature cows influence costs and returns of production. Primarily, mature cow weight will affect:

1. Costs through feed requirements: In general, lighter cows will tend to eat less, have lower feed requirements and be more cost efficient to maintain compared to heavier cows.
2. Returns from cull cows: The returns from cull cows can make up a significant proportion of the total income of a beef breeding business. In most situations heavier weight cows will return more per head than lighter weight cows. But at what cost?
3. Fertility vs. weaning weight: There is some evidence to suggest that, generally, heavier cows produce heavier weight weaners, BUT the number of calves produced per cow joined tends to decrease with increasing cow weight.

In a commercial situation in which the objective is to maximize profit, the more desired cow weight (light, moderate or heavy) will depend on the cost of feed, the current value (c/kg) for cull cows and the advantage of having more or heavier weaners.

In a situation of limited feed (high cost of available feed) and a fall in cull cow value, a breeding objective of moderating or reducing average cow weight is most likely to be more profitable. In times of abundant, low cost feed and high cull cow values the most profitable breeding objective may be to breed for heavier weight cows.

So, the weight of your breeding cows will impact on your profitability and the decision to breed moderate, lighter or heavier cows needs to take into account several key factors. There are a number of tools available that can assist you make the most profitable breeding decision such as BreedObject ([www.breedobject.com](http://www.breedobject.com)) or Breedcow Dynama ([www.dpi.qld.gov.au/breedcowdynama](http://www.dpi.qld.gov.au/breedcowdynama)). *In this decision making process remember you are breeding for tomorrow so will need to make some assumptions about the future. This can be viewed as long term sustainability verses short term profit.*

Once you have made the decision to reduce, moderate or increase the average mature cow weight of your breeders you

must identify a means to meet this goal. This can be achieved through bull selection using effective information.

Bulls selected (purchased) for breeding in a self replacing herd will influence the average mature cow weight. This occurs through the genes they pass on to their heifer calves that are subsequently retained for breeding. A useful source of information that indicates genetic differences between bulls for mature cow weight is the Mature Cow Weight EBV.

Mature Cow Weight EBVs are estimates of the genetic differences between cows in live weight at 5 years of age and are expressed in kilograms (kg). A Bull with higher, more positive Mature Cow Weight EBV is expected to produce daughters with, on average, heavier mature cow weights than bulls with a lower mature cow weight EBV.

Mature Cow Weight EBVs are generated from the Shorthorn GROUP BREEDPLAN analysis from the live weights of cows that are recorded at the same time (within 2 weeks) of the weaning weight (200 day weight) of their calves, with up to 4 weights analysed per cow. Weights are not analysed from cows that do not have a calf weighed at weaning.

Bulls have mature cow weight EBVs generated from the mature cow weight performance of all known female relatives (dam, grand dams, half sisters, daughters etc) and from relationships with other traits such as 600 day growth.

Using EBVs in bull selection has the added benefit of allowing you to identify bulls that are “curve benders” for post birth growth (e.g 600 day) and mature cow weight. That is, they produce calves that have genetics for above average post-birth growth but moderate mature cow weight genetics in the retained daughters. This is a breeding technique that can be utilised to avoid effect 3 (fertility vs. weaning weight) noted above.

To identify bulls that bend the curve seedstock herds must performance record both post birth (200, 400 and 600 day) and mature cow weights and submit to Shorthorn BREEDPLAN for analysis.

Further information on recording mature cow weight or interpreting mature cow weight EBVs can be accessed at the SBTS website (<http://sbts.une.edu.au>) or by contacting Christian Duff, SBTS Technical Officer Ph: (02) 6773 2472.

## SHORTHORN REGISTRY NEWS

### Autumn Group Run

All weights/scanning information for inclusion in the **Autumn 2010 Group Run** must be received no later than **Friday 26th February 2010**. Your co-operation in submitting performance data as early as possible is appreciated.

**Calf Registrations** to be included in the Autumn 2010 Group Run need be received no later than **31st January 2010**.

Final date for 2009 calf registrations **31st March 2010** or financial penalties will be incurred.

Year number for **2009** born calves is **09**.

**MATING SIRE DNA** profiles for 2008 born sires will need to be submitted. Envelopes for hair can be requested from the office.

**Wishing you all a very Merry Xmas, and a safe and happy New Year!**

**Linda Shailer** - [lindas@beefbreeders.co.nz](mailto:lindas@beefbreeders.co.nz)  
Registry



*Congratulations to  
Sam and Gemma Hain  
on the arrival of  
Lilla Grace*



## Pivot Design

formerly PBB Graphics

The PBB Graphics Department is re-branding in the New Year. From early 2010 they will be known as "Pivot Design".

Manager and senior designer Adele Gray says with the name change they will begin marketing themselves as a commercial design company based at PBBNZ. She says the aim is to achieve a larger client base within the wider Manawatu and along with beef breeding members - new and current. They have the expertise, knowledge and equipment to offer as a core business of PBBNZ.

The Pivot Design team would like to thank all breeders for their support since opening in 1999 and Travis, Brett and Adele look forward to continuing their relationship with breeders under the new Pivot Design brand.



### SHORTHORN COUNCILLOR CONTACTS:

PRESIDENT	Judy Austin	0274 410 019	<a href="mailto:austinshorthorns@xtra.co.nz">austinshorthorns@xtra.co.nz</a>
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TREASURER	Fraser Fletcher	03 204 2052	<a href="mailto:fletcher@ispnz.co.nz">fletcher@ispnz.co.nz</a>
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