

Farmfest 2011

There were 5 Breeders exhibiting a total of 12 head. Exhibitors were Jo Van Elten of "Vesco", Beven and Dawn Voight of "Warrill Creek", Earle Powell of "Earles", Peter Voss of "Walla" and Eric and Marlene Ross of "Rosellinos". While our numbers were nothing to be excited about, they were better than a number of the numerically larger breeds.



Peter Voss with Hain Rural Ajal at the interbreed.

Farmfest is a good opportunity to display your Breed, as the hundreds of stalls on site provide the needs for Primary Industry personal to visit and update, and plan their future purchases in both Livestock and Machinery. The 3 day event draws attendances of thousands of visitors.



The Square Meaters exhibition was an excellent display, which is our main focus. The stand out was a steer presented by Beven and Dawn Voight, this steer weighed in at 390kgs and while he did not attract the eye of the Judge, he was a perfect specimen of the breed, one that we are proud to display for the beef trade. This aspect, (meat on the plate) is the most item that Square Meaters Breeders should be pursuing.

Square Meaters exhibitors prevailed of the service to have cattle tested by Natural Ecosystems Group, who offered a free test of their Carcase Meat Index (CMI). This index assesses the meat yield, meat quality and variable fat content of livestock and enables the identification of 'Super Elite', 'Elite',

'Standard', and 'Sub Standard' livestock. The results vary according to age, but these factors are built into the results. All of the Square Meaters animals tested were in the 'Super Elite' category.

We would encourage members to become involved to prove the ability of our cattle in the commercial world.