

## **Mudgee Small Farm Field Days 2011.**

The weather report stated that there would be showers and rain on the days. While the weather was wintry it was not completely unpleasant, and we didn't get wet.

It is our second year to display at Mudgee and it was more quality than quantity this year.



Glen & Julianne with Brinsley Fudge.

Our display was more minimalist this year with more fact and less froth and bubble. We run a more educational display than full on promotion and sales; and this was very successful for us this year.

We display with the Moffitt family of Mygunyah Square Meaters. We have a sales and marketing alliance with them which also includes Graham Berry of Spring Valley Square Meaters at Dungog. Regional or district alliances are very important in marketing the product.

We had at the front of our cattle display the Moffitt's Mygunyah Felicity, a drawcard for the kids and ladies. Felicity is the sweetest natured weaner heifer of great type who craves attention, stretching her head out to be patted. Felicity showed the great temperament of the breed being haltered on Thursday to be loaded into the truck and put on display on Friday. Next on display was

our great young sire Brinsley Fudge; a great young bull with all the attributes of the Square Meaters breed being a son of Wongonbra Pablo. Fudge had also only been on a halter a handful of times. Then we had Gleannholme Emerald F88 who was there last year with her mother as the drawcard calf for kids to pat. Then we had our sale bull Gleannholme Dennison who impressed with his size and like for children (and adults) who wished to give him a rub.



The cattle display

We enlisted the help of our invaluable groom Alison Clark, a student at Gosford High School, to help us with the cattle. As usual the cattle were taken care of expertly and lovingly, and Alison also takes care of the children around the cattle to maintain their safety.

Every prospective buyer always asks; what about the marketing? Steve and I have worked hard to establish ways to market Square Meaters and always pledge our solid support to help with setting marketing schemes for new breeders.

The thing that made my trip worthwhile was that three of the visitors said that they came to the field days especially to see the Square Meaters. The cost of fuel \$160.00. The price of a display about \$300.00. People coming just to see Square Meaters, priceless.

Report by Glen Jackson.  
Gleannholme Square Meaters