

# Impressive easy care alternative

Only 15 years after it was established the all-Australian Square Meaters breed is consolidating itself as an impressive easy care alternative for the premium domestic market.

The initial judicious selection of heavily muscled, moderate framed and very efficient grey genetics is now being rewarded with growing commercial success. At this year's Sydney Royal Easter Show the 12 Square Meaters entered in the prestigious led steer competition more than punched above their weight. Against 240 other purebred steers the Square Meaters picked up 10 ribbons including three first placings.

A steer bred by the Maryvale Stud on the Central

Coast and exhibited by Narara Valley High School then went on to be named the Reserve Champion Lightweight Steer. Other Square Meaters steers won two first and two second place ribbons in the virtual taste test competition. To cap off a great showing a trio of Square Meaters steers then claimed third place in the Stan Hill trophy. In 2009 Square Meaters picked up fourth place.

The chairman of the Square Meaters Cattle Association of Australia, Graeme Singleton, says the results highlight the direction the breed is heading in.

'There are no better paddock animals than Square Meaters,' says Graeme.

'Their extremely quiet na-



The Australian Square Meaters breed is being rewarded with growing commercial success.

tures make them a pleasure to work, calving problems are virtually unheard of and their compact, heavily muscled frames mean they hold on when conditions get tough and power ahead when seasons improve.

'Now a growing number of vealer and yearling steer pro-

ducers are realising that Square Meaters genetics are right on the money for the premium domestic market. As well as the Sydney results, members of our Association who are running boutique farm gate meat outlets are reporting exceptional repeat demand,' he said. ■

# SQUARE MEATERS

## The compact Quiet Achievers



Outstanding success at Sydney Royal 2010

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Reserve Champion Lightweight Steer

First Place Virtual Taste Test

3rd Place Stan Hill Trophy

Photo compliments of Brinsley Pastoral

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Or call 02 9834 4322

# Cattle do well in the tough times

Despite the signs of drought easing in many other parts of Australia, the conditions at Anembo, south from Canberra on the Monaro, have remained very dry.

'It's been a terribly tough time for us,' reports Fiona Neumann who owns the stud together with her partner, John Hodgson. 'Not just tough but frustrating as well. Just a few months ago when nearby Canberra received abundant rain, we received almost none. It was a fraction of what Canberra got so it was very disappointing.'

'The small amount of rain we did get was also too late to really bring on any growth because of the onset of the winter cold conditions.'

'This has meant that we are still hand feeding and see no prospect of this changing until at least the end of October. We are therefore continuing to pursue a strategy of downsizing our overall herd to about 100 animals. The total on our property is now around 130 and so we have a significant number of high quality animals for sale. There are some great bulls for sale in the mix.'

'It's really with a heavy heart that we sell because, even as it gets colder at the moment - we have seen some snow flurries here this year

but, as yet, no snow - we see the terrific performance of these animals in these tough conditions. They just do well in the tough times and their very efficient feed conversion rates mean that they are always capable of making the best use of the available fodder.'

'Prospective buyers can be sure that, at the high altitude of Anembo, the cattle have shown that the Square Meaters breed is certainly a breed for all climatic types in Australia,' says Fiona. ■

**Southern Cross Square Meaters Stud is owned by Sharon and Rod Tattersall and is located on a 55 hectare farm in the Pioneer Valley about 40 kilometres from Mackay, Queensland.**

Their Square Meaters stud is the most northerly in Queensland - the closest breeder to them is west of Rockhampton. Most of the other Square Meaters studs in Queensland are concentrated in the south-east corner of the state - about 1,000 kilometres away.

'Our distance from the others has meant that it is very expensive to send cattle away for a service by a bull in the south,' says Sharon.

'It is equally as expensive to arrange for a bull to be



**Sharon and Rod Tattersall did the research and identified Square Meaters as the breed for them.**

brought up here for the same process. Our solution is to concentrate on building our genetics using AI semen from a variety of sources in NSW.

'Rod and I have each equipped ourselves with the skills to be able to do this. I have done an AI course and

do the AI, while Rod does the pregnancy testing. When we reach the stage where we have a larger herd, and have good bulls for sale, we expect that the cost equation of supplying our bulls to local beef producers will be reversed,' she says. ■

**Southern Cross Squaremeaters Stud**  
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Rod & Sharon mob 0419 586 339

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## Elendee Sonny

- ◆ Sqr Mtr Reserve Senior Bull, Canberra Royal 2007.
- ◆ AOB Senior Bull, Bathurst Royal 2007.
- ◆ Res Senior Sqr Mtr Bull, NSW Beef Show Dubbo 2007.

## Elendee Sunburn

- ◆ Grand Champ All Breeds Bull, Bathurst Royal 2006.
- ◆ Supreme Interbreed B Bull, Canberra Royal 2006.
- ◆ Grand Champ Sqr Mtr Bull, NSW Beef Spectacular Dubbo 2007.

# Elendee

*Cattle on the Monaro*

'Lindendale', Anembo, NSW.

## Square Meaters

John Hodgson & Fiona Neumann

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# A very efficient beef producer

Rosellino Square Meaters Stud is owned by Eric and Marlene Ross and was commenced in 2005 with the purchase of top quality animals from Rainbow Stud in 2006 and Damview Stud in 2007.

While the establishment of the stud is relatively recent, Eric and Marlene have life-long experience of owning cattle. They sold their dairy herd in 1994 but, after focusing on other business interests, returned to cattle ownership in 2005.

'Fifty years ago I loved the Murray Greys for their beef qualities,' says Eric.

'When we decided to purchase some beef cattle we felt the modern Square Meaters breed was representative of the Murray Greys as they

were 50 years ago. The smaller frame size appeals to us and we believe it is a more efficient beef producer than an animal with a larger frame.'

The stud uses mainly AI and selected semen from some of the best bulls available, including Mandalong Rambo, Vesco Yes Man, Windridge Yuri, and Woolaringa Ali.

This past year a young bull, Vesco Double Trouble, was purchased and has been used over the herd. This bull was Junior Champion at the Brisbane RNA and from Vesco Belle of the Ball, who was Champion Cow Brisbane RNA 2008, a daughter of the great breeding cow Domvale Treasure, and by Rainbow Ace of Hearts.



**Rosellinos stud open day allows visitors to inspect the herd in the paddock.**

Vesco Double Trouble has a pedigree packed with excellent breeders.

'We run a small herd of 20 - 30 quality cattle, designated to breed top animals,' says Eric.

'We show at the major shows, with winning Reserve Champion at the 2008 Brisbane RNA with Damview Brindabella. This year 2010

at the Toowoomba RAS the stud won Grand Champion Female with Rainbow Puddin and Champion Female Calf with Rosellinos Danti. Both these animals are by Mandalong Rambo,' he said.

Rosellinos Stud will be holding a Super Sunday Open Day on 3 October 2010, following a successful day last October. ■

## Rosellinos



"Rainbow" Puddin, Grand Champion Female, Toowoomba RAS 2010  
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**Eric and Marlene Ross,  
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# Woolaringa

## Square Meaters Stud

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Grand Champion and Best Square Meaters exhibit Sydney Royal 2010

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## Pleased with the show results

Show success has come thick and fast this year for Fiona and Michael Battiste, owners of Woolaringa Square Meaters Stud, located 12 kilometres south from Goulburn, NSW.

'The year got off to a great start for us at the Royal Canberra Show,' says Fiona.

'We took a show team of four heifers and a bull. The youngest heifer won its class in the 12-15 months group. The next in age heifer won its class in the 15-18 months group and the two heifers entered in the 18-20 month group came first and second. The heifer that won the 18-20 months class - Woolaringa Bonnie D7 - won the Junior Champion. Our heifer which won the 12-15 months class - Woolaringa Faith D20 - went on to win Reserve Junior Champion.

'Our bull - Woolaringa Dave D59 - won the 18-20 months class and then the Junior Champion. This bull was then awarded Grand Champion and Supreme Square Meaters Exhibit.

'It was all a rush but, in the following week, we took two heifers and a bull to the Beef Spectacular in Dubbo. Again, we were highly recognised with the award of Jun-

ior Champion Female and Junior Champion Bull. These animals went on to gain Grand Champion Female and Grand Champion Bull.

'We took two heifers and a bull, as well as a cow and calf, to the Sydney Royal. The animals were all highly awarded and, at the peak of our achievement, two of our cattle, Woolaringa Bonnie and Woolaringa Dave, went up against each other to judge the Best Square Meaters Exhibit of the show. Our female Woolaringa Bonnie won. At each of these show events we had a Sires Progeny group from the sire Woolaringa Ali. We won this competition at Canberra, Dubbo and Sydney,' says Fiona. ■

'Calves by Square Meaters bulls finish to market requirements sooner and at lighter weights which means consumers can be assured of a great tasting tender product. As well in just one cross, a Square Meaters bull will knock the horns off, add muscle and significantly improve the temperament of any cow,' says the chairman of the Square Meaters Cattle Association of Australia, Graeme Singleton.

'Research has repeatedly



**Square Meaters are regarded as wonderful, quiet and compact achievers.**

shown that the secret to producing best quality beef is in breeding animals with muscle, even fat cover, length and quiet natures. These are the commercial attributes the Square Meaters breed was based on and which continue to move it forward'.

This spring a number of Square Meaters breeders are opening their front gates to encourage other beef pro-

ducers to come and see what the breed has to offer. The Super Square Sunday program was trialled last year and proved a great success.

For information on Square Meaters and when and where you can see them in the paddock this spring see [www.squaremeaters.com.au](http://www.squaremeaters.com.au) or call the Cheryl at the Association's office on 02 9834322. ■



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## Figure achieved is impressive

The work that David and Julie Thompson, of Thurlooo Park Square Meaters, have been doing over the years to help Agriculture students learn about cattle and enter carcass competitions has resulted in the collection of a significant amount of data concerning the beef qualities of the Square Meaters breed.

'In the past decade or so we have either directly or indirectly supplied 30 steers into steer competitions,' says Julie.

'Our indirect involvement has been through supplying steers to Cootamundra High School, Murrumburra High School at Harden and The Kings School at Parramatta.

'I have recently analysed all these results and discovered

some exciting figures.

'For example, the average liveweight of the steers when they entered the competition at the age of 13 -14 months was 384 kilograms. This is a good liveweight for a steer of that age across all breeds but the good thing about the Square Meaters figure is that it is achieved from a calf with a very low birth weight. Most of our Square Meaters calves are only in the range of 19-22 kilograms when they are born. This characteristic gives a great benefit for the ease of calving of the breed but the fact that the steers achieve such a good weight at 13 months shows that their low birth weight does not inhibit their weight gain when they are in the paddock.

'Our statistics also showed



The work of David and Julie Thompson, centered on their Square Meaters, provides students with a good understanding of cattle.

that the average dressing percentage has been 60.1 percent across the 30 steers. This percentage is the saleable meat yield from a carcass and the higher the percentage the better. The figure achieved by these 30 steers is impressive with some individuals reaching as high as 64 percent. Larger breeds of beef do not get near this dressing percentage

and the figure demonstrates that Square Meaters are efficient at converting pasture into meat for human consumption.

'The statistics also show that the average eye muscle area of the 30 steers was 78.85 centimetres,' says Julie.

David and Julie continue to see encouraging results coming from their high school support program. ■

# THURLOO PARK ZOE

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- Dubbo Beef Spect. 2008 Grand Champion Female
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# Super Sunday is set for October

The Group Super Sunday education and promotion day on Sunday 24 October this year will be an opportunity for people interested in Square Meaters cattle to visit three studs in close proximity to each other.

The studs are all located in the Yackandandah area of Victoria and are all within eight kilometres of each other.

Kelkette Square Meaters Stud was founded from the original Kelkette Murray Grey Stud, which produced two of the three steers which won the coveted Borthwick Trophy at the 2004 Royal Melbourne Show. With the advent of the move to a much taller Murray Grey - a trait which Kelkette saw as a negative, and an introduction to Square Meaters cattle, Kelkette was very well positioned to go down the

path of breeding these early maturing, compact, high yielding cattle - and did.

Outstanding sire, Kelkette Principal, a rare 'A' muscle score bull, was the backbone of the stud. During his 15 years he left a legacy which continues to this day.

More recent top genetics have been added by Rainbow Estate Xanadu (Mandalong Rambo x Rainbow Estate Jessica), bred by Tony Cairns. Today two Rainbow Estate Xanadu sons, Kelkette Nadal A77 and Kelkette Trent A74 are used in the stud.

Bricklewood Square Meaters is owned by Peter and Bambi Quigley. Bambi reports, 'In 2003, when most people our age were retiring we took up a new lifestyle on the land and started learning animal husbandry and wellbeing.

'We settled on the moder-



On October 24th in the Yackandandah area, three Square Meaters studs will hold Group Super Sunday.

ate size of the Square Meaters for our farm.

'They appealed to us because they are directly bred from Murray Greys, Australia's own breed.

'We are able to raise and sell more kilograms of beef per hectare with the Square Meaters than we can with the larger animals,' she says.

Bryngbrae Square Meater Stud is owned by Ron and Joan Miller and is located in the Yackandandah area.

'A few years ago we made a sudden sea change from Sydney to a small farm near Yackandandah,' says Joan. 'Then, when visiting the Royal Sydney Show one year we saw some Square Meaters and purchased them then and there.

'The cattle have proven to be very adaptable to the variable seasons and have maintained their weight and condition throughout the year,' she says. ■



## Square Meaters Cattle Studs

### OPEN DAY

### SUNDAY 24TH OCTOBER 2010

Bambi Quigley 'Bricklewood Square Meaters Stud'

145 Tomkins Lane Yackandandah Victoria. Phone: 0260 270928 Email: [Quigley.bambi.b@edumail.vic.gov.au](mailto:Quigley.bambi.b@edumail.vic.gov.au)

Joan Miller 'Bryngbrae Square Meaters Stud'

33 Ben Valley Road Yackandandah Victoria. Phone: 0260 271629 Email: [byrnongbrae1@bigpond.com.au](mailto:byrnongbrae1@bigpond.com.au)

Margarette Bohm 'Kelkette Square Meaters Stud'

Yackandandah - Wodonga Road Yackandandah Victoria Phone: 0260 271313

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These three Studs are close together at beautiful Yackandandah in North East Victoria.

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