

Outside the Square

With Compliments

A publication produced by The Square Meaters Cattle Association of Australia Ltd

**Salute to our
show champions**

**Pestivirus
alert**

**Quest for
quality beef**

Crossbreeding for profit

Square Meaters Cattle - "No Ifs, Just Butts"

A year of stability & consolidation



By Tony Cairns

Once again it is my great pleasure, on behalf of our Association, to welcome all readers to this the seventh issue of our Annual magazine. The past year has been my last as Chairman of the Association during a period of consolidation and

stability in the affairs of our breed and its Association. Despite the continuing drought and difficult times in the beef industry, we continue to grow and maintain a solid, if modest, financial base.

It is also an opportunity to reflect on the progress we have made over the years as the breed continues to slowly establish itself in a very competitive environment. We have achieved genetic independence from the foundation base, and the quality of the animals continues to improve as the appreciation of the breed "type" by both newcomers and experienced members is realised. The type definition

is now clearly stated within the breed regulations, and hopefully will act as protocol for the subsequent issue of a formal "breed standard" in due course. At the same time we have established clearly defined height guidelines for breeders wishing to show their animals, so that the correct "type" continues to be showcased to the industry and our competitors.

The great potential for our breed to fulfil domestic carcass requirements has been demonstrated by the continued success in steer competitions in Royal Shows during the past twelve months, particularly at Canberra and Sydney, and we congratulate the successful exhibitors and acknowledge their contribution to the ongoing struggle to convince other breeders of the great merits of these cattle.

Within the Association, the Board has undertaken a serious review of market strategy in an attempt to maximise the effect of every dollar spent in promoting the breed. The result is a change in emphasis to direct those dollars to a more grass roots level by supporting members efforts in regional shows, on-farm events, and beef events such as are held at Dubbo, Bendigo, Townsville, WA, and SA, where the breed now has a foothold. The inaugural Super Squares Sundays events, the brainchild of our long serving Director Graeme Singleton, and enthusiastically embraced by several breeders was an unqualified success, and holds great promise in coming years. All existing members, and especially newcomers to our ranks are encouraged to participate in this very effective method of promoting your animals in a much easier and less costly way.

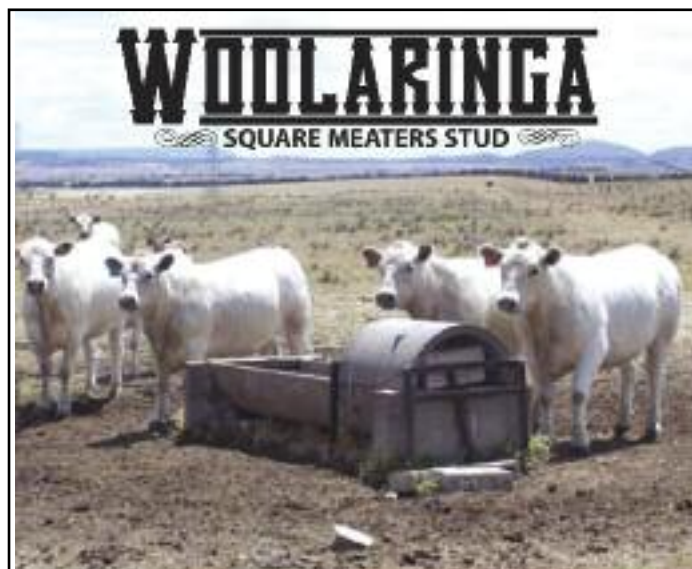
We are also intending to focus on nominating the breed as the feature breed at regional shows as an avenue of increasing the awareness of cattle breeders of the great advantages of Square Meaters in the harsher conditions now confronting us, over the larger and higher maintenance breeds. It is interesting to note the change in direction of many of those big framed, high maintenance breeds back to more moderate frames, to a place we have been aware of for almost fifteen years.

We are continuing to focus on improving our profile, but much remains to be done. We still struggle with the development of a Junior program, and need to address other initiatives such as a policy on desirable pigmentation, a modified form of Breedplan that actually has credibility based on objective rather than subjective data, a unified, organised steer team preparation for major competitions, review of our uniform, rebranding the breed, to name but a few.

We continue to benefit from our financial relationship with Ausure, and once again I encourage all members to take advantage of that relationship to not only your own benefit, but also your Association's financial health.

Finally, I take this opportunity to express, on behalf of the Board and the membership at large, our deep appreciation of the continued loyal and conscientious contribution made by our long-serving secretary Cheryl Mott to each and every member of the Association.

May I wish all who breed and produce these wonderful cattle every good fortune in your future endeavours with them, good luck, good weather, and good health. ■



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Developing a marketing plan

By Graeme Singleton

As we all know all too well it is one thing to breed quality stud cattle, but yet another to sell them for a price that equates to a reasonable return on your investment of money, time and labour.

Cattle are in so many ways no different to any commodity, and if you look at any high profile business or stud you'll see similar characteristics which provide keys to their success. They share an ability to repeatedly offer to the consumer a uniform product with a proven and guaranteed reputation. In cattle terms they pick a type of animal and a level of customer service, stick to it and make an ongoing conscious effort to improve it.

What they also share is the ability to reach their regular and new consumers and keep their brand, be it a breed or stud, in the public eye.

In other words they are very adept and skilled at marketing.

It's a term which can send shivers down the spines of many and leave others running for a stiff drink, but ultimately we all have to get over being afraid of 'marketing' and learn to embrace it for our individual and collective goods.

Successful businesses plan to succeed. A failure to plan usually just leads to failure. Effective marketing begins with ideas, clear objectives and a budget.

A marketing plan is a way of pulling these factors

together into a single reference document and forms the basis of your future marketing strategies. Marketing plans work best when they are regularly returned to, reviewed and updated. They are like that favourite family recipe which is repeatedly improved by successive generations.

So how do you create a marketing plan?

Following is a simple guide to some of the steps involved in setting up a marketing plan

1. Where are you now?

What promotional activities have you done in the past, what did they cost and how effective were they? To avoid repeating your mistakes revisit what you've done in the past and work out whether those initiatives worked

2. Who are you and what is your product?

Describe your business and your cattle. Be brutally honest here and look at your cattle from an outsider's perspective. Many times people who do this exercise realize they might need to improve their product and the consistency of it.

3. What is your competitive advantage?

Outline why people purchase from you, and what are the strengths and weaknesses of your product and/or service. Also take a look at what your competitors are doing, ie. other studs, and work out how you can present yourself better.

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Cover photograph courtesy of Highbury Stud, Fishcreek Victoria.

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4. Who are you targeting?
Who are existing clients, what do they have in common and where might potential clients be found.

5. What are your objectives?
What do you want to achieve in the short, medium and long term? eg I want to sell a bull and 2 cows this spring, 3 bulls and 4 females next year and 6 bulls and 10 stud females a year within 3 years.

6. What promotional activities are available to you?
Consider all the options from advertising in rural newspapers, on the Square Meaters website, in our annual magazine or quarterly newsletters, sending out a newsletter, holding field days, being a member of a promotional group, taking your cattle to shows, phone calls to clients etc.

Work out the relative cost of each activity and what factors will influence your ability to undertake it.

7. What is your budget?
In most businesses 7.5 to 10 per cent of gross annual income is dedicated to marketing. If your stud operation turns over \$50,000 a year around \$3,750 to \$5,000 should be allocated to promotion.

8. What promotional activities will I use?
Think out what are the most cost-effective, enjoyable and easy to manage strategies you can be involved in, and then establish how they will fit in with your objectives and budget.

9. How will I implement my marketing plan?
Set out a schedule of what



New members Rainbow Valley Stud choose Adelaide Royal to promote their Square Meaters cattle.

you will do when. eg August 3 – upload photos of sale stock to website. August 10, book ad in The Land classifieds.

evaluate my marketing plan?
Asking you clients how they heard about you is a good way to start, and keep a record of what feedback you receive from various activities. ■

10. How and when will I

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Email: oakvalesquaremeaters@bigpond.com



Super Sunday a big success

It was designed to get potential buyers to inspect Square Meaters cattle in their home paddocks but the inaugural Super Square Sundays program proved to be much more than just that.

Launched at the Brisbane Royal in August it featured 11 stud herds in 4 states opening their front gates to visitors in September, October and November; Square Meaters on parade at three royals and one feature show; and small but very popular exhibitions of cattle at well patronized field days on opposite sides of the continent.

What resulted was welcome and reassuring interest in the breed, more than 15 direct sales of bulls and females, referrals to other breeders, and plenty of leads for participants to follow up in the months ahead.

Western Australian breeder Dominic Auguste embraced the Super Square Sunday concept by taking a team from Chevvy Farms to the Flavours of the Valley Day at nearby Chiterring.

"The level of interest was amazing," Dominic said.

"I sold a bull on the day and could have sold a dozen heifers. People were genuinely very interested in the cattle. We were run off our feet with endless questions," he said.

"I will definitely do it again next year."

Fiona Battiste from Woolaringa Stud at Goulburn took cattle to the Murrumbateman Field Days and the Merriwa Feature Show in the upper

Hunter Valley.

"Both events were well supported," Fiona said

"I thought the people who inspected the Squares at Murrumbateman had a better overall understanding of the breed than those people at Merriwa but it was all positive," she said.

Fiona also took time out to attend 4 open days.

"The open days certainly brought our breed to people's attention. The non-threatening, no-pressure environment meant people could ask questions freely and learn more about Square Meaters. I'm sure sales will come from it all."

Fiona said she would happily participate again, as did everyone who opened their front gate.

The use of classified advertising to promote the Super Square Sundays not only saved the Association money but also directed a lot of new traffic to the Square Meaters website.

At the end of the day the exercise was cost-neutral for the Association, and it was deemed more than worthwhile by all involved.

"Every single stud involved in the Super Square Sunday program concluded it was a very worthwhile exercise and one they'd be happy to support again," said Cheryl Mott, secretary of the Square Meaters Cattle Association.

The concept is being repeated in 2010 with two month-long programs in April/May and September/October.

To register your interest contact Cheryl at the Square Meaters Office. ■

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Outside the Square

Your rights as a vendor & buyer

WHEN you buy most high end goods ranging from appliances to cars you get a warranty which gives you some of peace of mind that you will have a level of consumer protection if there is a problem or fault.

The situation is no different for farm machinery or business tools but what guarantees are in place if that new bull breaks down, and what are your responsibilities and obligations as a vendor of registered bulls and females?

The short answer to the question is that your level of consumer protection as a stud cattle buyer and exposure as a stud cattle vendor can vary widely.

The good news is that there is room to build in a level of protection or guarantee that you feel comfortable with.

Buying and selling bulls

The purchase of a bull is the biggest single investment you'll make in the genetic future and sale income of your herd. Regardless of what criteria you use to pick the right bull for your situation, there is one undeniable thing that a bull must do to justify his purchase – and that is get cows in calf.

To do that he needs to be fertile and have the structural capability to serve females.

Most breeders will guarantee that the bulls they sell are fertile and will offer to either replace a bull that can't get cows in calf or give the buyer their money back. The buyer does have some obligations however.

If the buyer suspects a bull might not be fertile or has a problem with his penis

they need to contact the vendor with their concerns as soon as possible. Usually it will be agreed for the bull to be checked and/or semen tested by a veterinarian, and sometimes for cows he's been running with to be pregnancy tested. If the bull is found to be sterile the veterinary cost is usually shared between the vendor and buyer. Then when the bull is sold, the difference between the purchase and sale prices is refunded to the buyer. If the bull is found to be fertile, the buyer alone will normally bear those veterinary costs.

Remember a bull only has to get one cow in calf to be considered fertile.

Warranties on fertility usually lapse after 6 months, so unless a vendor provides you with a semen test and veterinary soundness certificate, get them to write down what they will do if a bull proves to be incapable or unable of getting cows in calf, and how long that offer is valid for.

Whatever you do, make sure you have a frank and open discussion with your buyer or vendor at the time of the sale!

It is worth noting that show bulls that are overfed are often sub-fertile until they are 'let down.' When you buy in paddock condition he will usually be able to get cows in calf much sooner than an overfat bull full of grain.

If you are buying a particularly young bull calf, it would be very prudent to ask the breeder what warranties he will honour and over what period of time. Some breeders don't

give guarantees on bulls they sell before they sexually mature.

If the bull becomes incapable of getting cows pregnant because he has hurt a leg or injured his penis the buyer doesn't normally have any redress to the vendor, although it is always worthwhile reporting the issue to the breeder. You never know what he might do to help you out.

If you are buying a bull it is imperative that you make a full and proper assessment of his structural ability to get cows in calf. A good mantra for bull buyers is – if in doubt, don't!

Buying and selling females
Females generally have less of an impact on a herd, but they still represent a significant financial outlay.

Her role in life is to fall pregnant, deliver a calf and then rear it, again and again.

As a rule of thumb if a cow has a calf at foot or is in calf at the point of sale what happens after she leaves a breeder's property is at the risk of the buyer as environmental factors will have a major bearing on her ability to go back in calf.

With maiden unjoined heifers it is not so simple.

Many breeders will guarantee that their heifers will go in calf, if they get adequate nutrition and proper management.

As a buyer it is imperative that you talk to the breeder at the time of the sale to determine what warranty is being offered with the heifer.

If a heifer does not go in calf, and the buyer can prove it has been fed and treated well, it is not unreasonable to expect a breeder to either replace her or refund her purchase price minus her salvage value through the yards or



Regardless of how good he looks the value of a registered bull in a stud breeding or commercial operation is no more than meat value if he is infertile.

abattoir.

Similarly breeders and buyers need to establish what are the consequences if the females pregnancy status differs from what is expected.

What would you do if a Square Meaters heifer you sold as unjoined died 4 months later while it was trying to deliver a calf that was sired by a brahman bull?

The issue of calves being born displaying genetic defects is a particularly vexed one.

Again the best advice to talk to the vendor before you finalise the sale and establish in writing what guarantees and warranties he is comfortable accepting. And whatever you do make sure the first phone call you make if you do have problems is to the vendor. Breeders need to remember that theirs is a service business, and bad news about levels of service will travel much further and quicker than positive stories about how good you were to deal with.

If you are selling registered

animals include the cost of transferring them in the sale price, make sure you can prove the identity of the cattle by showing their tattoos to the buyer and

learn to initiate conversations which spell out what you are and aren't prepared to cover by way of a warranty on bulls and females. ■

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Be on the alert for Pestivirus

You've no doubt heard the term, so what is Pestivirus, how can it impact on your herd and what can you do to minimise its occurrence in your herd?

In a nutshell Pestivirus is a virus that causes a disease affecting breeding in cows and can suppress the ability of cattle to prevent infection by other viruses and bacteria.

The virus is widespread in Australian cattle herds with approximately 90% of herds having animals exposed to the virus and 70% with active/recent infection. Overall it is estimated that 0.5 – 1% of cattle (beef and dairy) could be long term carriers (persistently infected - PI)

of this pestivirus.

How are cattle infected.

The virus is produced in all secretions from an infected animal. This can include nasal secretions, urine, faeces, semen and milk. Cattle become infected when they come into close contact with an infected calf, cow or bull in a paddock, yard or shed. This can occur at the home farm, at a saleyard or on a show ground. The effect of the infection may last up to 8 weeks, after which the cattle will become immune to future infection. Recovered cattle do not carry the virus.

How is breeding affected.

If a cow is infected at the time of mating, she may not conceive or she may

conceive and lose the embryo soon after, resulting in extended return to service.

If a cow is infected when pregnant, she may abort, produce a stillborn calf, a live but weak calf, a calf with birth defects or a normal calf. The outcome of the pregnancy depends on when the cow is infected during pregnancy.

If the pregnancy is between 30 to 90 days duration at the time of infection, the calf will either abort or survive to birth but will be born with the virus. This calf will be persistently infected (or PI) for the rest of its life. It will continually produce virus in all of its secretions and be the source of new pestivirus infections.

Half of all PI calves born will die before they are 12 months of age. These calves can be small and poorly grown and may not thrive as weaners. Some may have

behavioural problems. Others will appear normal.

Not all PI animals have a low life expectancy. In well managed herds, some heifers will survive to breed and produce PI calves. PI bulls will carry the virus in semen and will infect their mating groups.

If the pregnancy is between 90 to 180 days duration at the time of infection, the calf could be born dead, weak or with birth defects or will be normal.

If infection occurs after 180 days pregnancy, the result is usually a normal uninfected calf.

What happens in cattle infected after birth?

Pestivirus can cause a suppression in the immune response against other viruses and bacteria in cattle first infected after birth (from calf to adult). There may be an increase in other infections in the pestivirus infected herd. For example,

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Mobile: 0418 741 262

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respiratory disease developing in yearlings entering a feedlot or in calf raising units or scours in dairy calves.

How do you prevent infections?

Most pestivirus infections occur after cattle come into contact with a PI animal, which is always producing virus, or rarely, with recently infected cattle, which produce the virus for a short period before they become immune.

1. Do not introduce PI cattle into a herd, showground or sale.

PI cattle can be identified by a laboratory test on samples of blood, skin (ear notch) or hair (tail hairs removed with the bulb attached).

NOTE: Animals only need to be tested ONCE in their lifetime to confirm that they are not carrying the virus.

In stud cattle,

replacement stock (heifers, cows and bulls) should be tested before introduction to the herd or to a mating program. Remember that no test can detect the PI calf that a cow may be carrying until it is born. Therefore, avoid introducing pregnant animals. All cattle donors for embryo transfers should be tested.

PI cattle should not be taken to showgrounds or stud sales where they could infect other cattle on the site. The newly infected cattle, especially if they are pregnant, will transport the virus back to their home properties.

2. Do not sell PI cattle to another herd.

PI cattle are usually not 'fit for purpose' because most have reduced lifespans compared to normal cattle and few breed normally. They will introduce virus into a breeding herd that

can result in the production of more PI cattle to continue the infection cycle.

3. Identify and remove PI cattle from the herd.

Laboratory testing can identify PI cattle. Removing these animals can remove the virus but eventually the herd will become fully susceptible to pestivirus infection. The virus could be reintroduced by a herd replacement or by contact with neighbouring cattle. Other methods to maintain immunity without the adverse effects on breeding or protection against other infections, for example vaccination, should be used.

4. Promote immunity against pestivirus in breeding stock.

Reducing the production of PI cattle will reduce the damage the virus can cause in a herd. The adverse effects on breeding and the

potential to produce a PI calf can be prevented if cows are immune to infection before mating. Immunity to the virus can occur through vaccination or exposure of breeding cattle to a PI animal more than 30 days before the start of joining.

The second approach (autovaccination using PI animals) may be less effective than vaccination because it may be difficult to determine if all cattle have been exposed. If the method is effective, there should be few, if any PI cattle in the future so the approach will be self limiting.

5. Protect stock from other virus and bacterial infections.

Vaccination of cattle before entry into feedlots can minimise the occurrence of respiratory disease. ■



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Website getting a world of hits

One of the most reassuring trends of the past year has been the growing acceptance of the Square Meaters website by not just members of the Association but also people who are from outside the breed.

On the strength of anecdotal evidence and the number of cattle sold via the website the Association now collects analytical data, showing who visits the site, what parts of the site get what level of traffic and how long people stay there. This analytical data has also proven very handy to track the impact of any marketing we undertake.

One of the very deliberate marketing strategies

attached to the Super Square Sunday's program was to avoid huge print advertising costs and instead to place classified ads in the dominant rural papers in each state which then directed people to the Square Meaters website for all the details. Using the analytical data we can confidently say the strategy worked a treat.

In the month prior to the placement of Super Squares Sunday program our site was recording around 450 visits with most viewers going equally to the saleyards and news pages.

In September we placed the Super Square Sunday classified ads and the visitation rate soared to 737

visits by 406 absolute unique visitors. According to the analytical data 52 per cent of those visitors were new. There were 888 hits by 404 visitors on our site in October, with 38 per cent of those being new, and in November 403 people made 771 visits with 40 per cent of those being new.

What this has told us is that our advertising strategy worked not only to drive visitors to our website, but it was accessed by people who hadn't been there before. i.e non Square Meaters breeders.

During the Super Square Sunday program website visitors also spent more time at the saleyard page than before.

The volume of sales of cattle listed on the site has again been very pleasing. For just \$25 a placement it must be the best value and most effective advertising

available.

There are of course a lot of factors which determine how quickly an animal sells and for what price but our Saleyard page has proven very successful in generating leads when the pictures of the sale animals have been good.

Those breeders who have paid just \$15 to link their stud sites to our site will also tell you how effective that has been in generating enquiry.

To all those who visit our site, thank you for your interest.

To those breeders who use the site to sell cattle, or who link their own stud sites to it, thanks for your support.

A point worth noting though. Having created a site, if you can update it regularly by adding news, uploading new pictures or advertising new sale stock, you will be rewarded by repeat visits. ■

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Outside the Square - Show Champions



* Represents Grand Champion

CANBERRA 2009



CANBERRA 2009

* Junior Bull ~ Woolaringa Doug C60

SYDNEY 2009



SYDNEY 2009

Junior Bull ~ Gumnut Valley Doronamor

ROCHAMPTON BEEF



BEEF 2009

* Junior Bull ~ Hain Rural Ajax C9



CANBERRA 2009

* Junior Female ~ Woolaringa Leane C6



SYDNEY 2009

* Senior Bull ~ Hain Rural Ajax



BEEF 2009

Senior Bull ~ Stone Hill Ideas Man



CANBERRA 2009

Senior Female ~ Gumnut Valley Coco



SYDNEY 2009

Junior Female ~ Silver Gully Chinka



BEEF 2009

* Junior Female ~ Top Hat Candy



CANBERRA 2009

Senior Bull ~ Gumnut Valley Billie Joe



SYDNEY 2009

* Senior Female ~ Silver Gully Kaz D2A



BEEF 2009

Senior Female ~ Bella Vista Cloe

* Represents Grand Champion

BRISBANE 2009



BRISBANE 2009

* Junior Champion Heifer
Hain Rural Aja1 D4

PERTH 2009



PERTH 2009

Junior Bull ~ Kilayr Daroth

MERRIWA 2009



MERRIWA FEATURE

Junior Bull ~ Gleannholme Dennison



BRISBANE 2009

Senior Female ~ Bella Vista Chloe



PERTH 2009

* Senior Bull ~ Vesco Bobby Dazzler



MERRIWA FEATURE

* Senior Bull ~ Woolaringa Doug



BRISBANE 2009

Junior Bull ~ Vesco Double Trouble



PERTH 2009

* Junior Female ~ Meta Park Dexia
Photo courtesy of The Countryman



MERRIWA FEATURE

* Junior Female ~ Woolaringa Bonnie



BRISBANE 2009

* Senior Bull ~ Hain Rural Ajax C9



PERTH 2009

Senior Female ~ Meta Park Brooksley



MERRIWA FEATURE

Senior Female ~ Silver Gully Chinka

Outside the Square - Show Champions



* Represents Grand Champion

BEEF SPECTACULAR



BEEF SPECTACULAR 2009

* Junior Bull ~ Woolaringa Doug C60



BEEF SPECTACULAR 2009

* Junior Female ~ Woolaringa Leane C6



BEEF SPECTACULAR 2009

Senior Female ~ Jembella Park Abbey

BENDIGO 2009



BENDIGO 2009

Junior Female ~ Woolaringa Leane



BENDIGO 2009

* Senior Female ~ Windridge Chloe

ADELAIDE 2009



ADELAIDE 2009

* Junior Bull ~ Mabelie Damascus



ADELAIDE 2009

* Junior Female ~ Woolaringa Leane D2A



ADELAIDE 2009

Senior Female ~ Kelkette Leane

The Square Meaters Cattle Association greatly appreciates the wonderful support of our royal and feature show trophy sponsors, in particular Elendee Stud which donates the trophy for each grand champion female at a royal show, as well as:

Bamre Stud	Mygunyah Stud
Benalaur Stud	Naringi Stud
Byrnongbrae Stud	Nicshauley Stud
Chevy Farm Stud	Oakvale Stud
Chipililo Stud	Rainbow Square Meaters
Damview Stud	Rosellinos Stud
Elendee Stud	Silver Gully Stud
Gleannholme Square Meaters	T Star Park Stud
Hain Rural Enterprises	Top Hat - Westwood QLD
Jembella Park Stud	Vesco Square Meaters
Kelkette Stud, LeJewel Stud	Warrill Creek Stud
Mabelie Stud	Windridge Stud - Kyneton Vic
Mandalong Studs	Wy-Knot Stud - Westwood QLD
Maryvale Farm Stud	Wyralla Lodge Stud
Mistygully Stud	



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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Successes at Chevy Farm

Well what an exciting year it has been at Chevy Farm. We started off the year with the first flush of our magnificent cow, Woolaringa Leane S18. The bull I selected was the 2008, Sydney Supreme Square Meaters Exhibit, Brinsley Anzac, which has great muscle structure, correctness, and depth; a true to type Square Meaters bull. Leane was AI on Christmas Day 2008 and flushed on the 1st 2009. From that mating I received 10 embryos.

The second flush semen was used from the 2007 Supreme Square Meaters exhibit, Rainbow Zippity Doo Da for his correctness in muscle structure, early maturity and again true to type. Four A grade embryos were collected and frozen. What an exciting reward!

Recently we leased a 250 acre property only 5 km down the road which had far too much feed for our Square Meaters to cope with, so we also purchased 17 Angus/Murray Grey cross cows from the owner of the property, saving the cows from the market. These cows have come in handy in keeping the abundant grass down and to help increase our stud herd, by using them as recipients or surrogate mothers for Leane's waiting embryos.

Interest in Square Meaters has again remained high this past year with three bulls being sold to commercial breeders looking for the early maturing animal, which will produce quality meat.

What better bred than the Square Meaters could achieve this?

The first bull to leave was our 2007 Grand Champion Bull, Woolaringa Ben B56. Ben has left some great calves behind and has served his duties as a stud bull for the past two years. He was sold to the McQuinn family in Beverley who are rapt with him. The second bull sold was Chevy Farm Deltaforce who was a thickset bull with plenty of eye muscle on him. He was sold to D & J Cook of Dandaragan. The Cooks run a 2,500 head of cattle enterprise and supply certified organic beef throughout Perth. If you are after organic beef look them up.

Last but not least our 2009 Wagin Wolarama Grand Champion Bull, Chevy Farm Dynamic, which has a good frame, with correct feet and legs, depth, length and is a total package. He was sold to D & G Bam of Bindoon after they saw the bull at the very successful Super Square Sunday held at Flavours of Chittering in 2009. Chevy Farm is looking forward to next year's Super Square Sunday.

The year progressed well and Chevy Farm is pleased to introduce our new Stud Sire, Vesco Bobby Dazzler, VES B7. This bull has a faultless structure, immaculate feet and legs, good length, depth and plenty of red meat. He comes from an immaculate Pedigree out of the famous, Domvale Treasure. Every Treasure calf has been a



Chevy Farm have enjoyed success in the show ring and with their embryo flushing program.

Royal Show Champion, including Bobby Dazzler. His first being the Junior Champion bull at the 2008 Canberra Royal; Junior and Grand Champion bull 2008 Toowoomba Royal and going on to the Brisbane Royal to take out Junior and Grand Champion Bull, again.

After his arrival from literally the other side of the country (Qld to WA) Bobby had a paddock to himself for a couple of weeks before commencing his important duties. A couple of months later he came out to be prepared for the Perth Royal in which I am proud to announce Bobby's great success receiving Senior and Grand Champion Square Meaters Bull and later impressing the judges to take out with style, Supreme Champion interbreed bull (Group B) for the 2009 Perth Royal Show. The day after Bobby

came home, he was back to his duties, covering the rest of the Stud Square Meaters cows with the later calving and the commercial herd.

Congratulations to Jo van Elten for producing an outstanding stud sire that is highly ranked in the Square Meaters Breed.

To cap off the year, Chevy Farm has just received their first (AI ET) calf out of Leane and Anzac and it is a heifer. She looks mint. The next crop is due early in 2010.

I would like to thank a few people: Deb Cotter and Tony Cairns for the supply of semen of two terrific bulls; Jo van Elten for the sale of yet again a true champion, Vesco Bobby Dazzler. Cheryl Mott for all the help and the smooth running of the SMCA. I would also like to thank the WA members for their support in promoting this excellent breed. ■

Quiet quest for quality beef

Why are a growing number of breed societies now including and promoting a docility index EBV? Simply because not only are quieter cattle safer to be around, but they also produce more tender beef. Square Meaters are naturally quiet cattle, but that inherent characteristic is but one part of the equation, as Graeme Singleton explains.

What influences the consumer to purchase a particular piece of beef? The first and greatest influence is the colour of the cut. Meat eaters know that dark cuts are generally less tender and for this

reason it is vitally important that producers and processors do all that they can to avoid factors and situations which create dark cutters - beef which is dark in colour and typically tougher.

To produce food eating quality beef you must handle it with care from paddock to plate. Keeping your stress levels down and those of your slaughter cattle will go a long way toward avoiding dark cutters. You will enjoy better beef and a safer work environment.

The colour of beef is mainly dictated by its pH reading which is determined

by the levels of glycogen or energy stored in its muscles. Once the animal has been slaughtered the glycogen is broken down to produce lactic acid. If the glycogen level is low then less lactic acid forms. The lower the level of lactic acid the higher the pH level and the greater the risk of getting a dark cutter.

Glycogen stored in the muscles of animals is the energy source for physical activity. When animals use up their stored glycogen because of poor nutrition or stress they are more likely to produce dark beef.

The optimum range for pH levels is 5.4 to 5.6. The MSA grading system rejects carcasses with pH levels in excess of 5.7.

A good way to avoid dark cutters and keeping stress levels down is to breed cattle with a good temperament



and then handle them in a quiet manner.

Square Meaters have an enviable reputation for being docile and easy to handle, but to protect this characteristic we have got to be vigilant and cull from our herds any animals which are not quiet.

Add this inherent docility with an ability to produce high yielding carcasses and high quality beef off grass and you have the recipe for avoiding dark cutters, ensuring your own safety and enjoying great consumer acceptance. ■

CHEVY FARM



Chevy Farm's New Stud Sire
Vesco Bobby Dazzler
Senior & Grand Champion
Supreme Interbreed Champion Bull (group B)
2009 Perth Royal Show

Dominic J Auguste
Tel: 08 9571 8153
Mb: 0415 871 482
Email: chevvd2@hotmail.com
Stud & Commercial Bulls & Cows available

CHEVY FARM

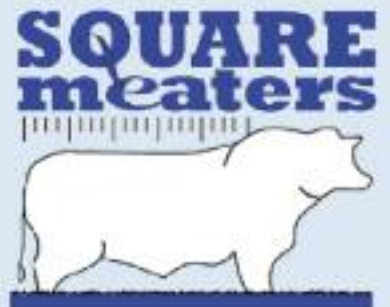
ROSELLINOS



Rosellinos Future Herd Matrons

Square Meaters Cattle Provide:

- Moderate Frame with Heavy Muscle
- Early Maturity
- Feed Efficiency
- Good Temperment
- Naturally Polled



Enquiries & Visitors Welcome

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Ph 07 3206 6730
Mob 0409 068 222

Successful year for Rosellinos

Rosellinos Square Meater Stud has had an interesting and successful year. We have concentrated on improving our breeding program with the selection of some new semen purchases of "Woolaringa AL 1" and "Windridge Yuri" and the purchase of "Vesco Double Trouble", who was Junior Champion Bull at this year 2009 Brisbane RNA. This coupled with the continued use of "Mandalong Rambo" and "Vesco Yes Man".

The progeny of Rambo and Yes Man have been lifting the quality of the animals in our Stud. A young bull with a potential is "Rosellinos Emperor" who is by "Vesco Yes Man" from "Rainbow Samantha", he is 7 months and weighing 250 kgs.

The purchase of "Vesco Double Trouble" will increase our Stud profile. As mentioned earlier DT (his working nickname) was Junior Champion at the 2009 Brisbane RNA. His Dam "Vesco Belle of the Ball" was Junior Champion 2007 Brisbane RNA, and Champion Cow and Grand Champion Exhibit at the 2008, is the daughter of the famous Vesco Cow "Domvale Treasure" whose seven progeny that have

been shown to date, have all won Royal Show Championships. Treasure herself is a Royal show Champion.

"Vesco Double Trouble" is sired by "Rainbow Ace of Hearts", also a Royal show Champion. DT weighed 506 kgs at 15 months. We will be mating him with the herd over the next 6 months. One mating that we will be looking forward with interest will be with "Damview Brindabella" regarded by us as one of our top Cows in the Stud for conformation, type, constitution and temperament. Bella, (her nickname) was reserve Champion to DT's Dam at both the 2007 and 2008 Brisbane RNA.

Rosellinos only showed at the Brisbane RNA in 2009, with a team of 3 head, but we are planning to do the show circuit in 2010.

Rosellinos and Damview Studs combined in the presentation of the "Super Sunday Square Meaters" in October 2009. This was a very successful day with more than 30 visitors inspecting the animals on each property.

Rosellinos Stud is presently running approximately 20 head, and we plan to have up to 30 head, limited because of the property size.■



Rosellinos' Vesco Double Trouble was junior champion bull at the 2009 RNA Brisbane.



SQUARE meaters
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 Email: jvanelten@bigpond.com
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Square Meaters Regulations

(A brief outline of Square Meaters Regulations)

General:

Square Meaters must be clean polled and of a single colour. Colour patches are permitted around the udder/testes, but not elsewhere on the animal. The official colouring range is from Silver to Dark. Black is to be included on the herd book as B Grade.

Automatically this excludes black bulls from being registered and black females from being exhibited. Black steers are ineligible to be shown. The following table is an indication of the colouring:

Silver	Silver/Grey	Grey	Dark Grey

Females:

There are two classes for Square Meaters females, Class A & Class B. Females that are between 100 and 110cm at 12 months of age can be registered as Class A. Outside this height criteria they may be registered at Class B. While it is technically acceptable to register females under 100cm, the SMCA strongly discourages this practice in order to preserve size standards.

Bulls:

There is only one class for Square Meaters Bulls, Class A. At 12 months of age bulls must be between 103 and 113cm. Bulls must be Mannosidosis tested and certified to be clear of this genetic defect. For both males and females, the measurement of the animal must be taken at 12 months (plus/minus two weeks). The point of measurement is the highest point on the shoulder. A witness to the measurement is required to sign the declaration form.

Semen:

In order to sell semen, the donor bull must be approved by the board of directors and the prescribed fee paid. With regard to licenced semen the bull must pass all the relevant health protocols and be collected in an approved AB centre. Unlicensed semen (for example an on farm collection) may be used in Australia subject to certain conditions. Details can be obtained from the Office. In the case of shares in a bull being sold, the shares give the shareholder rights to the semen. In this instance, on-farm collections are permitted. In every case the Bull must be DNA tested.

Embryo Transfer:

Donor females for Embryo transfer must be DNA typed and the prescribed fee paid. Calves born as a result of embryo transfer and/or artificial insemination, must have the details recorded against the calf's registered name, ie. (ET) or (AI).

Multiple Birth:

Calves born in multiple births must be indicated in the calves registered name, ie. (T) for twin. Female calves from male/female twins should be tested to confirm that they are not freemartins.

Commercial Appendix:

Murray Grey females may be registered on a commercial appendix, for use with registered Square Meaters bulls, to breed-up to pure Square Meaters by breeding through four generations.

Stud Murray Grey Females:

The herd book is currently open to registered Murray Grey females in all countries OTHER THAN AUSTRALIA.

For Show Purposes:

Contact the Association for the show regulations

SQUARE MEATERS REGISTRATION & FEES SCHEDULE

All fees are based on the interim registration being carried out.

A: BULLS

- (1) Birth - 3 months Interim registration..\$ 20
- (2) 12 mths & up to 15mths Calf MUST be measured & registered according to frame score system.....\$ 80
- (3) 15-18 months.....\$105
- (4) 18 months & up to 21 months Calf MUST be measured and registered according to frame score system if registration has not been carried out previously. Registration 18-21 months\$130
- (5) Bulls aged over 21 months can only be fully registered provided they have been placed on the interim register and measured at or prior to 18 months.....\$150

B: HEIFERS:

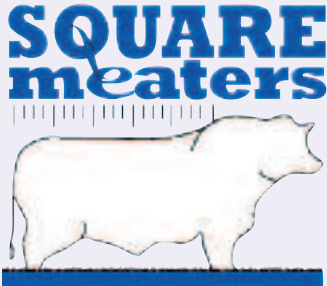
- (1) Birth - 3 months Interim registration..\$ 20
- (2) 12 mths up to 15 mths. & Calf MUST be measured and registered according to frame score system. Class "A" & "B"\$ 30
- (3) 15-18 months.....\$ 55
- (4) 18 months & up to 21 months. Calf MUST be measured and registered according to frame score system. Class "A" & "B" if registration has not been carried out previously.....\$ 80
- (5) Over 21 months All heifers will be registered as Class "B".....\$105
- (6) Registered Murray Grey females registered as "B" Grade Square Meaters.....\$ 50

- 1. Membership Entry Fee.....\$100
- 2. Annual Membership Fee.....\$150
- 3. Commercial Entry Fee \$ 25
- 4. Annual Commercial Membership Fee.\$ 25
- 5. Youth Membership - contact Association
- 6. Transfer Fee (bulls and females).....\$ 80
- 7. Donor female registration.....\$ 50
Donor females and bull used on the donor cow by natural service or artificial insemination must be DNA tested. DNA test must be received by this office prior to ET work
- 8. Transfer of recipients.....\$ 50
- 9. Licenced semen must be registered.....\$150
And the bull must be approved by the Board of Directors. The bull must be DNA tested prior to any semen being sold.
- 10. Unlicensed semen\$150
The bull must be DNA tested prior to semen being sold.
- 11. Shares in bull per share.....\$ 50
DNA test must be forwarded to office prior to selling shares
- 12. Commercial appendix registration.....\$ 20
Foundation & calves
- 10. Commercial Appendix transfer.....\$ 10

This information has been extracted from the rules and regulations of the Square Meaters Cattle Association of Australia Ltd, as detailed in the Articles of Association and Memorandum, as amended. The above information is provided as a guide only, and not the absolute definition of any aspect of the breed. Persons interested in the finite regulations of the breed may obtain copies of the Memorandum and Articles of Association from the SMCA office by telephoning (02) 9834 4322 or writing to PO Box 371, St Marys, NSW 1790.



Square Meaters Membership



Square Meaters Cattle
Association of Australia
Ltd A.B.N 87 797 856

PO Box 371
St Marys NSW 1790
Tel: 02 9834 4322
Fax: 02 9834 4311

APPLICATION FOR MEMBERSHIP

APPLICANT'S NAME

REPRESENTATIVE'S NAME
(IF IT IS A COMPANY, REGISTERED BUSINESS OR PARTERSHIP)

PROPERTY ADDRESS

..... POST CODE.....

POSTAL ADDRESS

..... POST CODE

TELEPHONE FAX.....

EMAIL

PREFIX: My choices for a registered stud name
(prefix), in order of preference, are:
(Can be no longer than 14 characters including spaces.)

- 1
- 2
- 3

HERD TATTOO: containing no more than 3
characters with standard numbers
and/or letters only.

- 1
- 2
- 3

Symbols are unacceptable.

FEES:	Entry fees (once only)	\$100
	Annual subscription	\$150
	Total	\$250

I / we wish to become a member of the Association and agree to be bound by the Provisions of the Memorandum and Articles of Association, and Rules made pursuant thereto. In the case of a joint, partnership, business membership etc, please include the name and signature of the nominated representative for the membership, giving them authority to vote on behalf of the membership.

Name of Nominee Signed

Dated..... Please enclose a cheque for \$250.

Please give details on where you first heard about Square Meaters.

- Which publication
- What Show
- What Field Day
- Which Breeder
- Internet
- Other



Square Meaters Cattle Ass

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Innovative way to fostering

By Graeme Singleton

It is inevitable that a small percentage of calves will die at birth. Sometimes cows can also die. So what's the best way to get mismatched cows and calves to bond with each other? Graeme Singleton reports on one unusual but successful way to get 2 to become one.

What do you call a pure black calf with 4 ears, 2 tails and a red mother?

No, its not a freak, its actually what happened at a friends place earlier this year when she was faced with the prospect of a favourite cow bursting with milk after her calf was still born.

This friend is not a Square Meaters devotee but is a passionate and accomplished breeder, and was not surprisingly a bit distressed when she rang and asked me what she might be able to do. She was already bucket rearing a neighbour's pure angus calf who's mother had died and after 2 months of morning and night-time bottles was finding that arrangement somewhat tiresome.

Previously I'd collared calves together, I'd locked cows and calves in small yards together, even sprayed calves with cheap perfume

to confuse cows, but given the calf was already 9 weeks old, I wasn't sure what would work.

Luckily I'd just read an article about a far north Queensland cattleman who had found success mothering unrelated cows and calves with what I thought was a very unorthodox method.

He reasoned that cows recognized their calves by smell and taste, and in particular by licking and smelling their ears and tails. His solution was to cut off the ears and tail of the dead calf, attach them to the live calf and then let nature take its course.

And that's exactly what we did.

Initially we used super glue to try to attach the dead calf's ears and tail to the black calf but they quickly fell off. We eventually found success by using ear tags to attach the ears, and tying the tail on with string. In hindsight we could have used an old tail tag because the red tail soon fell off.

As soon as we let the black calf out of the crush it went up to the red cow. They smelt each other and the cow particularly smelt and licked the ears. The black calf didn't immediately try to suck, but after a night



Six weeks after the unorthodox but successful fostering effort and the rotting remnants of the red ears can still be seen attached to the black calf's ears.

locked in close confinement amazingly the cow's udder was noticeably smaller the next morning.

At the end of the third day it seemed the cow had bonded with and accepted the calf. We took the calf away and after a few hours let it back in with the cow, and guess what – she immediately smelt and licked its ears, and let it suck.

There is now a very healthy black calf running with its red surrogate mother. It also has matching ear tags and the rotting remnants of red ears.

I wasn't really all that confident about the strategy initially but seeing is believing and I can only recommend trying it if ever you are in the unfortunate position of needing to foster an orphaned calf. ■

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Great 1st year for new stud

By Robin Prokopec

What a wonderful year! Our first year in Rainbow Valley - at Springton in the hills on the edge of South Australia's famous Barossa Valley- and our first year with our Square Meaters has been brimful with enjoyment.

It's so beautiful here; bounded by dry-stone walls, the Saunders Creek meandering its way through and more rainbows than you could ever believe. The only sounds are those of birdsong, the breeze sighing in the hundreds of native pines and the occasional contented lowing of the Squares, as they daydream on the draped green velvet

of the slopes.

We've been the proud owners for almost eighteen months now. It was so dry in the first winter that the creek didn't run and our big billabong dried up for the first time in known history. The property was a thoroughbred stud inhabited only by the horses, the house had been vacant for three years and the fences were in a terrible state of repair. We had a lot of work to do.

We wanted cattle, and Square Meaters with their wonderful placid natures and their ability to do well in the dry seemed an ideal choice. We haven't been disappointed. As my husband, Ken, had given up

teaching to move here, it was also important that we have a legitimate beef breed with economic potential. It wasn't enough for them to be just something that looked good in the paddocks and that kept the grass down!

With no Square Meaters in South Australia, we travelled to Margarette Bohm's Kelkette Park stud, at that time at Tabletop near Albury, for our first two heifers. Still without yards or a crush, and with absolutely no previous experience at breaking-in cattle, I decided to try my luck in the paddock and had halters on the two girls in a week, a testament I think, to the calm, friendly nature of the Square Meaters breed. It wasn't long before I was leading them around, and was soon afterwards talked into throwing myself in at the deep end by taking one to the Royal Adelaide Show. It was the first time Square Meaters had ever been shown in South Australia, and all three South Australian studs were represented; our so aptly-named Rainbow Valley, Willows' Rest and Argio Park.

We enjoyed ourselves, Glynnie (Kelkette Glynis) and I; so much so that I will be back again this year with a bigger team. Soon after Adelaide saw me at the Mt Gambier show with (Kelkette) Wendy as well this time, and a few weeks later Ken and I were back at Kelkette for five more beautiful girls.

Initially, we weren't going to keep a bull, having decided to use AI. With the lovely temperament of the Squares, however, we decided to have a look around, and with no bulls in South Australia of course, it was off interstate yet again to Kylie McKinnon's


Mabelie Stud at Narromine for 13 month old Mabelie Damascus, offspring of Rainbow Zippity Doo Daa and Rainbow Melody Y8. No trouble, no hassles, he calmly took the long trip home alone in his stride, happily watching the scenery along the way and quietly leading off the trailer into our newly-purchased yards.

What a surprise for the girls when they wandered in from the back paddock next morning, especially for Glynnie who had chosen that day of all days to come into season! A couple of weeks later the others all came into season in rapid succession and Damascus, or Cuddles as he is fondly known, gave them no peace. The vet recently confirmed that all are in calf from that time, and after examining the fourth heifer quipped that he didn't think Cuddles would need a fertility test! We are looking forward to seeing seven new calves on the ground in the early new year.


I've thoroughly enjoyed having the Square Meaters, the challenge of the new lifestyle and the acquisition of new knowledge necessary. Yes, it has been an exciting year. From being a truly Baseball and Softball family in the Riverland, we are becoming more and more of a cattle family as the Squares work their charm. We've swapped the diamond for the paddock, and Ken has exchanged the stress of the classroom and duties as faculty coordinator for the peace and tranquility of Rainbow Valley and our wonderful Squares. He has never felt better.

I've also enjoyed the excitement of the showing. Having only shown dogs before whilst at high school, this year has been a giant learning curve for me as I have tried my hand at

Argio Park Square Meaters Stud



Roelf & Glennister deKoning
Kangaroo Flat Road, Glencoe, S.A. 5291
Ph/Fax: (08) 8739 4039 Mobile: 0439 857 320
Email: argio.park@bigpond.com



everything from clipping to parading the Squares in the show-ring. We have been to two more shows so far this year, and experienced the thrill of our Kelkette Leane (daughter of Woolaringa Leane V23 and granddaughter of Woolaringa Leane S18) winning Reserve Champion British Breeds Female.

With just the three studs we are a small group in South Australia, but we make a good team committed to the breed, keeping in contact and helping each other where ever we can. Kyla and Simon, and Roelf and Glennister have been staunch allies. Likewise, the Square Meaters Cattle Association, and in particular Cheryl Mott, have been very helpful, as have Margarette Bohm and Kylie McKinnon. I have met some wonderful people

and made some good friends.

With the fences fixed, new pasture planted, a nice crop of hay coming along and our growing herd of Square Meaters grazing happily in the paddocks, Rainbow Valley is looking a picture. No, it hasn't been just brimful this last year, but overflowing with pleasure, just like our big billabong after the recent rains. We truly have found our 'pot of gold' at the end of our rainbow!

We have since taken a team of three to the Royal Adelaide Show where what had been a wonderfully successful and enjoyable year became quite incredible. Mabelie Damascus was both the Junior Champion and Grand Champion Bull, and Kelkette Leane the Senior Champion Cow. What a



Square Meaters with their placid nature and ability to do well in the dry made them an ideal choice for Rainbow Valley Stud..

wonderful reward for all the effort put in, especially since it was so much fun along the way!

Immediately after Adelaide we travelled to Queensland where we visited Paul and Aileen Hain of Hain Rural Square

Meaters, Eric and Marlene Ross of Rosellinos and Iris Delaforce of Dam View. We were made very welcome and we would like to thank them for their hospitality. One day we would like to welcome them back to Rainbow Valley. ■

SQUARE MEATERS

Quality medium sized cattle that tick all the boxes:

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Brinsley focus on commercials

Brinsley Stud run by Deb and Tony Cotter is entering their tenth year of breeding Square Meaters cattle in the historic Hawkesbury Valley of NSW. It is in this fertile valley that their highly awarded cattle are produced with two joinings carried out each year in Spring and Autumn for a period of 6-9 weeks depending on the season.

The sale of the well credentialed bull Brinsley Anzac to Queensland has opened up the opportunity for Brinsley Braveheart to step up and take over the role of dominant herd sire. His first drop of calves is on the ground and exhibiting that indefinable "something

special" that this sires' family is renowned for.

Most of the year is spent on implementing an ongoing program of fencing and reticulating water to supply the 150 head of cattle currently grazed on the studs' 1100 acre property "Lilburndale". Only a small percentage of the land is currently being utilized and stocking rates will increase accordingly. As new paddocks are fenced and an initial grazing completed, weeds are addressed, the land is then soil tested, fertilized and oversown with desirable pasture species. These areas are then given plenty of time to establish as the cattle are rotated through a



Brinsley Stud, NSW, has increased the focus being placed on their commercial herd.

series of paddocks in a cell grazing system.

Managing a property of this size is time consuming and the costs associated are high and as a result the cattle are expected to perform on a commercial level. To this end the number of stud stock retained will be reduced and

increased attention placed on the commercial herd with an additional limousin crossbreeding program being initiated this year. The stud herd will fill Brinsleys' own requirements for bulls each year and a select number of elite show quality animals will be made available for sale. ■

A View To The Future

BRINSLEY
SQUARE MEATERS



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Kelkette Square Meaters Stud

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Kelkette Flossy V23



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Kelkette Puddin T27



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Kelkette Puddin W44



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Kelkette Puddin R1



Kelkette Puddin Z313



Kelkette Puddin W31



Kelkette Nellie Z350



Kelkette Glynis W35

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Phone: 02 60271 313 **Mobile:** 0408 203 211 **Fax:** 02 60 271 393

Email: kelkettepark@bigpond.com

Web: www.kelkettepark.com.au

Squaring up to climate change

The beef production industry as a whole faces many new challenges. With global warming comes the drive for the production of non-fossil fuels, some using grain as feedstock to produce ethanol. This has introduced a new dynamic into the feed grain market leading to higher prices for grain. This increase in grain has put the entire feedlot industry at risk, thereby increasing the viability (and attractiveness) of cattle breeds that focus on early maturing patterns of growth with an emphasis on the ability to fatten on grass.

As awareness of global

warming increases, there is a concomitant increase in environmental awareness, and particularly in developed countries, a desire to ingest food grown organically, or at least food produced in a biologically sustainable manner. For beef to be a part of this trend, it needs to be of good quality, of moderate portion size and produced in the most natural fashion with the least exposure to chemicals. This is the niche market Square Meaters slot straight into, and in fact is the niche Rick Pisaturo identified when he led the breeding cycle back to its original roots. The Square Meaters cattle have also

proven to be adept at foraging widely, and include many weeds in their diet. The use of the cattle as beneficial organisms in an integrated pest management scheme has holistic benefits for the entire farm. Square Meaters cattle are efficient, medium framed, early maturing animals able to finish at a young age on grass to produce prime grade beef for today's market. The imperatives imposed upon us by climate change and global warming impel us to look at sustainable solutions to age old problems viz. how to put food on the table?

Climate change will affect producers, not just through changes to rainfall and temperature, but through regulated government policy such as the Carbon Pollution Reduction Scheme (CPRS) where emitters of greenhouse gases



such as methane and CO2 will pay to offset their production. Agriculture is responsible for 16% of Australia's net greenhouse gas emissions. The risks and opportunities that derive from climate change need to be recognised by all of us, not just researchers working for government authorities. The clever farmer will be on top of issues such as the potential to reduce greenhouse emissions by altering the rumen bacteria

Square Meaters

Cows and Calves For Sale



Silver Gully Estate

Contact: The Wade Family

Ph: 02 4374 1300

60 Niclins Road, Mangrove Mountain,
NSW 2250.

email: peterwade@bigpond.com

www.silvergully.com.au



to emit less methane, and whether soil carbon can play a role in offsetting carbon emissions. Silver Gully recognises the need for a beef production unit to be sustainable in terms of the inputs required to successfully breed and raise cattle. These inputs include water and nutrients: both macronutrients supplied in pasture and essential micronutrients contained within the soil complex. Head to head trials of grain fed vs grass fed steers on farm have demonstrated this conclusively, without any detectable difference in taste or tenderness

* The nature of our changing climate could ultimately alter the direction of cattle breeding in this country. Square Meaters are ideally placed to face the challenges that climate change brings. Sustainable farm practices

ensure the longevity of this Australian icon, the original Australian cattle breed, bred by Australians for Australians.

- Exclusively grass fed steer weight 269kg, dressing % 52, age 11 months

- Grain + grass fed steer weight 290kg dressing % 55, age 11 months

- Inputs for grass fed steer = immunisation, drenching and costs associated with providing pasture plus \$250 for transport, slaughter and cutting up

- * Outputs = 93.25kg meat sold @\$10.30/kg = \$960. Profit = \$710

- Inputs for grain fed steer = immunisation, drenching and costs associated with providing pasture plus \$250 for transport, slaughter and cutting up, Plus \$380 for grain

- * Outputs = 106.3kg sold @\$10.30/kg = \$1094. Profit = \$464. ■



Square Meaters are ideally placed to face the challenges that climate change brings.

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Rainbow Estate Yucatan



Rainbow Estate Marie Y15



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Champion Progeny

Rainbow Estate Xocet: Senior & Grand Champion Bull, Group B Interbreed Champion Bull Royal Canberra Show 2004 (Future Breed), Senior & Grand Champion Bull Royal Canberra Show 2005

Rainbow Estate Xanadu: Junior Champion Bull, Royal Canberra Show 2004
(Sold to Kerkette Square Meaters Stud 2005 \$12,500)

Rainbow Estate Melody Y8: Supreme Beef Breed Exhibit Braidwood 2005. Numerous Class winners at both Royal Canberra & Sydney Shows. ***

Rainbow Estate Yucatan: Reserve Junior Champion Bull Royal Canberra Show 2004, Junior & Grand Champion Bull, Supreme Square Meaters Exhibit Royal Sydney Show 2004. **Champion Pair of Bulls** Royal Canberra 2004 (Xocet & Xanadu) **Breeder's Pair** Royal Canberra 2004 1st & 2nd **Sires Progeny Group** Royal Canberra 2004 1st & 2nd

Rainbow Estate Marie Y15: Senior & Grand Champion Female, Group B Interbreed Champion Female Royal Canberra 2005, Reserve Senior Champion Female Royal Sydney 2005 **Two bulls not over 24 months** Royal Sydney 2004 (Xanadu & Yucatan) **Sires Progeny Group** Royal Sydney 2004

RAINBOW
SQUARE MEATERS STUD

We welcome enquiries and visitors by appointment

Contact: Tony Cairns Phone/Fax: (02) 4842 8077, Braidwood, NSW, squaremeater@yahoo.com

On the road with the meat wagon

In the 2009 edition of Outside the Square Pete and Gail Jaremczuk wrote about their decision to convert a shipping container into an on farm retail outlet to sell the fantastic Square Meaters beef they produce on their property at Quindalup in Western Australia

The rewards have been coming thick and fast for this innovative couple, who continue to look at other ways to improve their beef bottom ways.

Here's what they've been up to since then.

It didn't take long to realise after the launch of Morang Park Meats in

November 2009 that our Square Meaters beef was just what meat lovers wanted.

Within a very short time we began taking orders for our meats up to Perth. We initially filled those orders by driving an esky to the WA capital but soon that one esky became two and then three. It was obvious that we were getting a larger customer base in Perth than we had ever imagined and that the esky escapade was not going to cut it any further.

Again one night in the spa, after a couple of wines (and no, we are not winos - we call it brainstorming),

Gail and I came up with the idea of getting a mobile freezer built to take bulk supplies of meats up to Perth. The idea sounded really good until I found out how much it would cost to get one made.

Luckily a friend of mine had a stack of freezer panels that needed a home so they came to our place to live. I manufactured the freezer unit so it fitted snugly on the back of my ute and it is able to be removed by FEL or forklift. It has a built in compartment in the rear section to house our luggage etc when travelling and is powered by a 6.5 Kva inverter generator which is attached to the rear of my ute.

As I wanted the vehicle to be used as a mobile freezer/chiller unit, both on our meat deliveries to Perth and as part of an offspin to our on farm shop we decided to again do the legal thing and get the mobile unit approved by the Health Section attached to the Shire of Busselton. By doing this it enabled us to legally convey meats from the abattoirs or to our customers whether they were in the South West where we live or in Perth.

It also gave us peace of mind in that we didn't have to worry that the Healthies would pull us up and we'd be caught carrying meat illegally. We all know what happens after that. This was done without too much pain and of course a fee was paid for the required permit.

By building the mobile freezer/chiller unit, part B of our venture was born - 'The Meat Wagon'®. It is now also used for the retail sale of meats sites on the side of nominated roads within the Busselton Shire and at the various local

farmers markets. We also attend other Shires but of course only after another Trading Permit fee is paid to them.

We have also constructed a website (www.themeatwagon.com.au) and are now able to get our products out to a greater majority of the public.


This style of sale and advertisement has proved to be very successful and only enhances the attendance of customers to our on farm shop. It has been great because it has enabled Gail and I to educate members of the public about how to look after the animal pre slaughter and the meat post slaughter as well as packaging for storage.

It also enables us to beat the drum about the genetics of our Square Meaters and why they are genetically superior to other beef breeds. When we initially began talking to our consumers about Square Meaters we drew many a blank quizzical stare. I can now report the name and breed is finally being known in our area.


I might add the Squaries are known down our way due to the sale and consumption of their meat rather than the show ring. Not saying anything against the show ring but it appears what goes in one's mouth and tantalises the taste buds seems to sell the product/animal more so than the show ring.

I suppose the only problem we are now up against is that we don't have enough storage for our products or electrical power to run what we need to run. Unfortunately we only have single phase. Well with a bit of luck that might change in the future but that my friends is another story. Stay tuned! ■

WARRILL CREEK SQUARE MEATERS



Warrill Creek's current sire, Muurabay Xavier	
Marbling	2
Tenderness	8
Feed Efficiency	7



Average of 6 progeny tested	
Marbling	1.5
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Marketing on and off the hook

In June 2008 Fiona and Mick Battiste took over the Woolaringa Stud from Ernie Stephenson (Fiona's dad) and with his assistance have been running it since.

2009 has been a really busy year. January and February saw us preparing cattle for Crookwell and Canberra shows. We were very happy to take away both junior champion female and junior champion bull, and Grand champion Square Meaters Female with Woolaringa Leane C6 and Grand champion Square Meaters bull with Woolaringa Doug C60 at Canberra and Crookwell.

In March we spent a week at Dubbo at the Beef Spectacular and our heifer Woolaringa Leane C6 won junior Champion Square Meaters heifer.

A decision was made to support the Merriwa Square Meaters feature show, although preparing cattle in the Goulburn winter was difficult at times.

A small team was taken consisting of two heifers and a bull. After an eventful trip we arrived in the dark. The cattle handled it brilliantly especially the heifers that had not been off the property before.

It turned out to be a very

successful show for us. Woolaringa Bonnie D7 was junior champion female and our other heifer Woolaringa Maree D15 was reserve junior champion. Bonnie was later chosen as Grand champion Female Square Meaters.

Woolaringa Doug C60 was the Senior Champion Square Meaters bull, Grand champion and later sashed Best Breed Exhibit.

Other wins include 1st Pair of heifers, 1st Breeders group, 1st Breeders pair and 1st Sires progeny pair. Woolaringa was fortunate enough to win Most Successful Exhibitor (all breeds).

Enquires have been strong for our cattle and we congratulate Gary and Heather Sewell on the purchase of Woolaringa Doug and Jim and Di Savage on the purchase of Gleannholme Arncliffe. We have also sold all our commercial bulls.

Now 14 months after taking over the stud we have purchased a local butcher shop and called it Woolaringa Meats, this will enable us to market our Square Meaters both on the hoof and hook. "We know we have a really good product both from carcass competitions and our own farm killed meat that we



With the purchase of a butcher shop, Woolaringa Stud are in a unique position to be able to market their beef both on and off the hook.

have slaughtered for our consumption."

Mick, having worked in the meat industry for over thirty years, has for the last two been offering a mobile butchering service in the Goulburn area. Although this has been highly successful it did not allow us to supply our own beef to customers. As most producers do not have the opportunity to see their finished product, our operation has allowed us and them to see the end result. We have found the Square Meaters carcasses that we have processed consistently yield high, have even fat distribution and excellent eating attributes and are just what we are looking for to supply the domestic market.

This has led us to now being in a unique position to offer an incentive to our bull buyers in that we will buy back suitable stock for the butcher shop.

We believe that Genestar testing is a valuable tool to help us identify tenderness in our meat and have tested all our bulls.

We are also trialing a new leading edge pellet sold by Elders that is used to help calm stock when travelling and in yards, the key is to try and eliminate as much stress as possible.

I am writing this after our first week of operating the butcher shop and the feedback has already been overwhelming and word of mouth has already seen us double the turnover (the meat has sold itself). ■

www.gleannholme.com.au

Early member remembered

The Square Meaters Cattle Association lost one of its staunchest supporters and longest serving members in October 2009 with the death of Keith Morgan from the Maryvale Stud on the NSW Central Coast. He was 87.

Mr Morgan joined the association in 1997 by registering foundation females into his Maryvale Stud in August 1997. Subsequent sires from the Glenfiddich, Mandalong and Spring Valley studs established a classic Square Meaters type at Maryvale – compact, heavily muscled and exceptionally well doing cattle.

Mr Morgan's long-standing farm manager

Dave Smith said his boss put a lot of pressure on his females

"We usually ran 33 breeders on the 20 hectare farm at Yarramalong and grew the heifers out at his other property at Blandford in the Upper Hunter," Dave said.

"Then the best of the heifers would be brought back to replace the cows which were the poorer performers," he said.

"When you do that over 12 years like Mr Morgan did, you can't help but end up with a herd of exceptionally good, high performing cows," he added.

As well as maintaining a hands on approach to his



Keith Morgan always emphasised the importance of breeding for the beef product first.

farms and stud Mr Morgan supported the fledgling breed well, serving one term on the board of directors in 2002.

While he twice exhibited Maryvale stud cattle at Sydney Royal Mr Morgan was more focused on the commercial side of the industry and particularly in enlisting school students to show steers.

He forged a very strong relationship with Central Coast schools such as the Wyong, Narara Valley, Berkeley Vale, Kincumber and North Lakes Highs.

The Wyong High School's Ashley Unger, said Mr Morgan was extremely generous in his support of local schools.

"He was one of the nicest people you could ever meet," Ashley said.

"Mr Morgan used to give us a steer every year and sell them to the other schools at a 25 per cent discount," he said.

"And they were great steers. The one which won the Central Coast steer show had a carcass score of 91, while another came second on the hoof and the hook at Sydney Royal and then won the taste test competition.

"He was always available to host school excursions and field days; to show students how things like

fencing off creeks and intensive rotational grazing can improve farm productivity. And we never had a problem placing a work experience student with him. In fact he'd often ring up asking me what he could do to help the next generation of farmers," Ashley said.

Glen Jackson from the Gleannholme Stud at Muswellbrook last saw Keith Morgan at the Merriwa feature show a fortnight before his passing. He remembered him as a man who always emphasized the importance of breeding for the beef product first.

"He used to say forget the show ribbons and the one-off big bull sale", Glen said.

"He always told me to breed for the quality beef product, and that all the other stuff will come, as long as you have the right cattle to produce the product".

"Keith quite rightly used to say that the real beef cattle are in the paddock performing every day, not in the show ring performing for one day," Glen recalled.

Mr Morgan's son is still weighing up the future of Maryvale farm and the Square Meaters herd, but at this stage it seems set to continue with Dave Smith at the helm. ■



Wyuna Stud

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Squares shape up in USA

Slow but steady progress in the development of Square Meaters is being made in the USA. Vaca Roja Ranch and Glenbrook Farm have been using and marketing semen from their jointly owned bull, Thurlooo Park Winchester.

Glenbrook Farm has registered four Winchester daughters and several young bulls. The decision by the SM board of directors to continue to allow US breeders to record Murray Grey females as foundation animals (grade B) has been a great benefit to breed expansion here in the USA. Glenbrook Farms has sold several young Registered bulls and bred Murray Grey females and three new breeders have joined the

Association from the mid-section of the USA. The costs of direct importation of animals or embryo collection and transplanting to surrogates would greatly limit growth of the breed here in the Americas.

Additional bloodlines are being added to the herds in the US. An importation of licensed semen from Liath Atholl Galasheils of Vesco stud is being undertaken by Vaca Roja and Glenbrook for use on daughters of Winchester, or his brothers out of Caloona Trouble. Vaja Roja also has two sons of Sako that will broaden the genetic base.

The cattle are starting to gain attention. The thickness of the weaned calves is very impressive to



Square Meaters are continuing to impress breeders in the USA.

experienced cattle breeders. At this writing there is interest expressed from the USDA Ag Research Service to select a bull for breeding trials on grass fed beef production. The researcher reviewed the website of the SMCA for more

information and called several of our breeders listed. This is a great tool for those wanting to learn about our breed and benefits us greatly as we try to spread the good word about this outstanding new breed of cattle! ■

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Crossing for a profit at Benfield

He's a royal show champion and the sire of champions, but life is somewhat different today for Hain Rural Beau. For a start he no longer calls the rolling hills of Mount Mee north of Brisbane home.

Beau now lives on a 130 acre holding as flat as the proverbial pancake north of Grafton in New South Wales.

And his harem at 'Benfield' on the floodplain of the lower Clarence River near Ulmarra is a colourful and diverse assortment of around 50 cows; cows that won't be leaving him any registered sons and daughters.

In the year that his sire power was highlighted with his son Hain Rural Ajax winning the grand championships at Sydney, Rockhampton (Beef 2009) and Brisbane, and his daughter Hain Rural Ajal winning the female grand championship at Brisbane, Beau was sold to Bev Bennett and Greg Bennett to head up an exciting cross breeding operation.

They had previously fattened bullocks as a sideline to their high performance Quarter Horse Stud, but were always keen to get into breeding cattle. A visit to Graeme Singleton's Muurabay herd south of Coffs Harbour



early in 2008 sowed the seeds for their new venture – to target the premium local vealer market with Square Meaters and Square Meaters cross calves.

They started by buying more than a dozen commercial Square Meaters and grey cows and heifers. These they artificially inseminated as

they improved their fencing and pastures and other cattle infrastructure. As the improvements to their property came on line they selectively bought cross bred females.

"The Square Meaters females we got all had tremendous temperaments and doing ability," Bev Bennett said.

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At Benfield the focus is on value adding to adapted bos indicus genetics by injecting the Square Meaters earlier maturity pattern, extra muscle and superior temperament.

“Their calves grew really well and when we sold the young steer weaners through the Grafton saleyards they sold at or near the top of the market,” she added.

“But we always wanted to explore the use of Square Meaters as a sire in cross breeding operation. To us it just seems so logical to use a quiet heavily muscled early maturing Square Meaters bull over Brahman cross and bos indicus infused females.”

Among their first purchases were a pen of Square Meaters cross Santa heifers bred by the Gill family at Bonville using a Muurabay stud sire. They calved at 2 years of age last October.

“Even before they calved I was happy with them, but when they gave me great little calves without any trouble I was over the moon,” Bev said.

Grazing with those heifers now are lines of Santa Angus cross, Brangus, Hereford, Black Baldy, Greyman and Braford females.

“Some of them tower over Beau and our junior bull, Muurabay Dirty Harry, but we’re extremely confident of what will result when we combine the milk, frame and sub-tropical adaptation of our cows with the muscle, polledness, early maturity and great temperaments of our Squares,” Bev said.

Bev and Greg aren’t just focusing on producing top vealers.

While they plan to eventually cell graze around 80 breeders, as they watch their first big drop of calves develop they are establishing strategic relationships with Clarence District retailers.

“The butchers we’ve talked with are all very excited about what we are doing so I don’t think its going to be difficult to sell direct,” Bev said.

“We also anticipate there will a ready market for our Square Meaters cross females if the early performance of our Square cross Santa heifers is anything to go by.” ■

Meta Park Square Meaters Stud

Quality Bulls & Females For Sale



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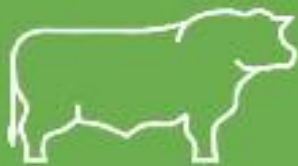
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Outside the Square



Compact cows the key to profit

It would seem the rest of the world is finally taking heed of what the Square Meaters Cattle Association and its members have been saying since the breed was established in the 1990's - and that is that bigger is not always better when it comes to reproductive and production efficiency!

In this article published in The Land newspaper, Sheen Coffey gets the perspective of one of the biggest and most influential seed stock producers in the United States, Lee Leachman. He argues that too many cows are now too big for commercial beef operations. Its a view shared across the United States where in all breeds there is a concerted effort to reduce frame, add muscle and focus on producing an earlier maturing animal that can be finished off grass.

Profitability is the most

important trait in your herd.

This was the message of US cattleman Lee Leachman, Leachman Cattle of Colorado, and not even the steady drumming of rain on a tin roof could drown him out.

Speaking at Tom and Olivia Lawson's Murrindindi property last week, Mr Leachman emphatically stated producers were becoming "lost in the forest because all they can see is the trees".

"Breeders are getting stuck on estimated breeding values (EBVs) when they should be worrying about profit."

And the ticket to breeding cattle for profit: a moderate-sized cow.

He said an intense focus on breeding traits, particularly growth - which had resulted in a 30 per cent increase in the size of

The Leachman story

Third generation cattleman Lee Leachman, Leachman Cattle of Colorado, US, has a 'type' upon which his production systems have been built. His preferred animal is moderately sized, with heavy muscle and high marbling.

He has broken away from the trend to breed for growth; instead he breeds for profitability.

On his family property, located in Wellington, Colorado, Mr Leachman runs Angus, Red Angus and Stabiliser cattle for their maternal traits which maximise cow/calf profitability.

Charolais sires are selected for their terminal program.

Bulls are produced through a network of 18 co-operators who run 5000 head of cows.

He culls with a heavy hand, wiping out 50 per cent of male calves at weaning, before placing over 1200 bulls on test at the home base in Wellington.

Selection objectives are based on multiple trait profit indices that place heavy emphasis on efficiency.

Since 2004, Mr Leachman says they have marketed over 7000 bulls. ■



Outside the Square

mature cows in Angus and Hereford since 1970 – may have resulted in quicker turn-off and faster weight gain, but had not in turn had a positive impact on profit levels.

He argued by selecting for growth, producers had selected for the underlying trait of appetite.

This in turn had increased feed requirements and productivity in the mature cow herd.

“We have done a really good job using EBVs to make cattle grow faster, but have we made a bigger profit?” he questioned.

Mr Leachman quoted research which showed the average cow size in Angus and Hereford had increased 100kg to 600kg from 1970 to 1999.

“We can roughly extrapolate they’ve gone up another 100kg since then.”

Research had shown bigger cows wean a lower percentage of their body weight, he added.

By focussing on growth and the underlying trait of appetite, producers had pushed feed consumption skyward: “for a 10pc cow size increase, we get a 70pc increase in consumption”.

Gunning for more kilograms on calves via growth traits had also reduced cow fertility and longevity, with more moderate-sized mothers outliving and breeding their larger counterparts.

The key to profitability was, Mr Leachman said, building a moderate-sized cow and crossing her with a



The Square Meaters female is in many ways the ideal breeding cow. With her early maturity pattern she'll go in calf as a yearling, with her moderate frame she will hold her condition when times get tough and she'll add muscle to her calves regardless of what bull she is joined to. Typically a Square Meaters cow will wean a calf more than 50 per cent of her body weight - and that's a real sign of efficiency.

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big bull, "that way you can have the best of both worlds". ■

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Betty and Rosie: A Tale of Two Cows

To illustrate a moderate-sized cow has increased profitability, Mr Leachman

used the example of 500 kilogram Betty and 636kg Rosie.



Lee Leachman, Leachman Cattle of Colorado, US, says a moderate-sized cow will improve operation profitability.

Profitability	Betty	Rosie
Weans pc of body weight	47pc	40pc
=		235kg 254kg
At 200c/kg		\$470 \$508
Rosie brings in \$38 more		
Feed costs for cow and calf		\$350 \$419
Feed cost difference of \$69		
Cost difference of \$69, income difference of \$38.		
Profit difference \$31 in Betty's favour		
Cow Size		
Herd size (head)	120	100
Percentage weaned per cow exposed	87pc	84pc
Wean weight as percentage of cow weight	87pc	84pc
Weaning weight at eight months	235	255
Total weaning weight	24,534	21,370
Total calf revenue (\$)	49,068	42,739
Profit advantage		\$6329
Profit advantage per cow per year		\$63.29

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