

Outside the Square

With Compliments

2012

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



**Maximise profits
with Squares**

**Importance of
record keeping**

**Keeping cattle
healthy at shows**

How can I sell my bulls?

Square Meaters Cattle - "No Ifs, Just Butts"



Chairman's report exciting times



By Graeme Singleton

In a world of constant change and upheaval - from floods in early 2011 up and down the east coast to fires in the west as the year wrapped up - it is

indeed heartening to write that our cattle breed of choice, Square Meaters, continue to what they were developed to do - to quietly and efficiently produce premium quality beef quicker and more consistently than other breeds.

The year that was 2011 was another period of consolidation for Square Meaters with a steady stream of enquiry about the breed through our office and reports of strong demand for bulls and females to pure and crossbreeding operations. Once again Square Meaters stood out with some stellar performances in hoof and hook shows, most notably

at the Perth Royal where a magnificent 490 kilogram steer entered by Dominic Auguste from Chevy Farm was named the heavyweight champion on the hoof. Entering steers into hoof and hook competitions remains the very best way of promoting our breed to the wider market so thanks to all who participated at shows and similar events throughout 2011. If you are not aware of the many incentives on offer for top performing steers contact the office.

Your board was again active through the past year, meeting via a teleconference arrangement at monthly intervals to address issues as they arose and chart the breed's future.

Through the year we were delighted to welcome Christina Ellnor to the board. Christina is a very passionate advocate for Square Meaters and was the driving force behind the establishment of the Victorian Breed Promotion Group which is going ahead in leaps and bounds. Her efforts proved infectious with Brad Perry following Christina's lead and spearheading the formation mid-year of the NSW Breeders Group. Congratulations and thanks to both Christina and Brad, and to all the breeders who are supporting these initiatives. The formation of such groups in the wake of the success of the pioneering Queensland group was one of the objectives of our 2010 marketing plan. It would be great to see a members sub-group in each state, so contact Cheryl for more details about how the Association can assist you in that process.

The 2010 marketing plan was also about making breeding and registering Square Meaters easier and simpler, and throughout the

year your Board has revisited some past decisions and initiatives to see if they could be improved. One noticeable change is the decision to collect membership fees mid-year - by July 1 - rather than at the beginning of any year. The move will not only make our annual accounting process more meaningful and transparent but will take the pressure off members around the busy and sometimes expensive Christmas period. We also introduced a new membership category for new breeders which acknowledges that for the first year or two they will be focused on breeding up numbers of animals rather than selling them.

We are also currently looking at a re-design of the C1 form to make it more practical and logical and so that more breeders are encouraged to interim register more animals.

This year we voted to make a new provision for grey genetics to come into the breed. Registered 'pure' Murray Grey females can now be entered onto our commercial register at the F2 level, which means their female calves by stud Square Meaters bulls can be registered as F3, and the calves from those females by stud Square Meaters bulls will be eligible for full registration. Of course breeders are reminded that it is in our breed's best interests that only grey females of the Square Meaters type are brought into our herd book in this manner.

Following the AGM at Canberra in February we embarked on what proved to be a long and involved process to find an affordable supplier for our new uniform. Cost was just one issue we had to contend with, along with continuity and quantity of supply and

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the quality of the final vest. After many years of input by a lot of people I look forward to seeing a show ring full of the new vests in the very near future.

Mid year the board reluctantly farewelled West Australian director Dominic Auguste. Dom put a huge amount of effort into the board over many years and his contribution will be missed but we fully understand his need to put his young family first. Thanks Dom and good luck for the future.

My fellow board members - Johanna van Elten, Steve Moffat, Eric Ross and Christina Ellnor - have all acquitted themselves with enthusiasm and diligence over the past year and deserve the heartfelt gratitude of the entire membership. In all our deliberations we have always endeavoured to put the breed first, and I believe that level of integrity is in part why our Association remains as strong and as dynamic as it is. I would like to particularly acknowledge the enormous contribution of Jo Van Elten who is stepping down as a director after 6 years service to the board. Our Association is all the better for her years of insight and passion

Thanks also must go to

our tireless secretary, Cheryl Mott, who continues to contribute to the success of Square Meaters well beyond the call of duty. Our breed would not be where it is today without Cheryl's continuing devotion and enthusiasm.

In closing I would ask all members to consider this. There are now more than 40 registered breeds of cattle in Australia. All offer something different to the industry and the consumer. Some are highly successful, some are more successful than they deserve to be and some have limited commercial support. What is common to those breeds and breed associations which are performing strongly, despite the economic vagaries of our times, is the commitment and passion of their breeders and members.

We all know that Square Meaters are excellent at doing what they were developed to do and that they hold very valuable, efficient and cost effective genetics for the wider industry.

Our ongoing challenge is to ensure we continue to put a product into the market place which is indisputably at the top level. If we do that we can not do anything but succeed.

May 2012 be a year of abundance for all. ■

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Cover photograph courtesy of Chevy Farm.

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For information on Square Meaters contact the Square Meaters Association Aust. Ltd
Phone: 02 9834 4322 or visit the website:

www.squaremeaters.com.au

Email: squaremeaters@bigpond.com



Maximise profits with Squares

By Christina Ellnor

Square Meaters are the ideal cattle to generate real income for their owners, regardless of the size of your property.

The outstanding characteristics of the breed: their medium frame, early maturing, heavily muscled bodies, allow you the flexibility to enter the market place at several levels. They provide a multi-streamed income potential: stud sales, commercial sales, animal through mainstream stockyard sales, direct to a butcher, a paddock to plate business, or any combination of these.

Stud sales:

Bulls, cows, calves and heifers which rise to meet the standards of the SMCAA and made highly achievable by the inherent qualities of the breed, can generate a significant income stream. Supported by the SMCAA's marketing initiatives and your own efforts which may include the Showing of cattle, advertising in local newspapers, word of mouth, and enthusiasm, will get you started. There are Square Meaters Breeders groups in Victoria, New South Wales and Queensland where support, learning and sharing of



Square Meaters heavy muscling and early maturity traits, maximise profits.

ideas occurs in an informal and friendly environment.

Commercial Sales:

The demand for quality commercial animals is on

the rise. More cattle producers are becoming aware of the advantages of Square Meaters and their impact on early beef




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production.

As Square Meaters bulls produce naturally polled, moderately framed, 25 – 35 kg calves, producers of some of the larger beef breeds are now experiencing the benefits of cross-breeding Square Meaters bulls with their females, capturing that early growth and more moderate frame. The dairy industry is another area where Square Meaters bulls are being used to advantage, to cover replacement heifers and minimize calving problems. Yet another potential income source for the Square Meaters breeder.

Beef Sales

Being moderately framed with superior fleshing, Square Meaters steers can be put through mainstream stockyard sales. This is an easy option where animals are transported to the saleyards, and you sit back and wait for the cheque.

However, breeding “Squares” opens up beef sales opportunities alternative to the saleyards where the prices of cattle can be subject to the vagaries of market and weather conditions elsewhere in Australia; when after deducting the agents fees, the transport costs, the sale yard fees etc, the cheque is somewhat less than what you expected.

Square Meaters breeders are finding a solid market selling direct to butchers, via a nominated abattoir. A relationship of trust is developed with the butcher where the breeder strives to meet the steer age, weight, fat cover, requirement of the butcher and he in turn pays a fair price for a premium product. A weight range of 365 – 380 kgs at between

12 – 15 months with even fat cover yielding a 190 - 200kg carcass, is popular with many butchers. Another level in demand is for vealers aged 8 – 9 months and weighing 300 - 340 kgs. Square Meaters with their explosive early growth and shorter stature, supported by a good season and good mothering, can achieve these weights for the premium end of the market with the breeder rewarded for a prime beef product. An advantage of streamlining your beef production business to meet this vealer market is that the number of animals on the property is reduced earlier enabling you to carry more females, and in turn, make more money.

Paddock to Plate

There are several Breeders successfully operating paddock to plate businesses. Without exception, all those with whom I have conversed have stated that “demand exceeds supply” and are doing it without advertising. Word of mouth is a powerful tool. Some have their own Paddock to Plate businesses, others have formed Co-operative ventures. Either way, entering the market at this level gives the breeder the opportunity to take more control of his business throughout the year and make greater profits per animal.

In summary, it is the innate characteristics of the Square Meaters breed which produces a genetically tender, lean, pasture finished, optimum portion sized product for the tables of Australian families and restaurants, and opens up multiple revenue generating opportunities for the breeder. ■

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Steer Comps?

Nothing ventured, nothing gained

By Cate Stanton

After 5 years of successfully showing their stud cattle Naringi Square Meaters stud located in the Southern Tablelands of NSW decided to add another venture to their beef enterprise.

Stud principal Cate Stanton says that it was hearing of the efforts of other breeders in using steer competitions to raise the profile of Square Meaters that encouraged her to “give it a go” The Stantons’ both love being involved in showing cattle, it’s very different from our day jobs they say and to add steers to the mix

seemed a logical progression. They had seen results of other Square Meaters breeders who had prepared steers and as they had a couple of tidy young steers at just the right age the decision was made to prepare them for the National Capital Show Hoof and Hook competition in 2011. One of the steers, a Square Meaters/ Angus / dairy cross, was chosen, Cate says, as she remembered reading in an Association publication that suggested a keenness to utilise this specific cross could open an untapped market. No doubt this was aimed more at females due to their



Steers aged six months.

superior milking ability as well as their beef production potential. The second steer was a Square Meaters.

Both steers were weaned in September aged 9 months. Feed was good at the time so they were basically grass fed with some supplementation with pasture hay. October saw them commence their education with breaking in and handling. They both did well with this and did not really go backwards. As one of the traits that Naringi breed is known for is quietness, these two boys demonstrated this really well. They were easy to handle and grew well from the beginning, something that was evident at the final presentation. Quietly handled steers usually equate to doing well and producing a carcass with good colour. Both these steers gained top marks for meat and fat colour.

The steers were weighed initially at around 120 kg and the aim was to prepare them for the domestic medium weight class (341 Kg –440 Kg live weight). To

achieve this a weight gain of 1-2 kg/ day was optimum. Their feeding regimen was designed with this end product in mind. Regular weighing during this time is important to determine the ideal feeding rations. The end product was visually what we were hoping for, remember this was the first time we had attempted this.

Preparing the steers was really satisfying. The end result on judging day was two commendable animals that while they did not come in the top half of the leader board certainly did not come last. They dressed out at 49.7 % & 53.7% and their overall scores were 64 & 61 (top score was 90). They had perfect scores for pH, fat and meat colour and scored high marks for rib eye area (EMA) and weight for maturity. What let them down was their fat coverage and that we put down to our inexperience.

At auction they both realised just on 200c per kg so we were pleased. We asked ourselves quite soon after Canberra what



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Square Meaters steer Canberra 2011 354kg

we had learned from this exercise and would we do it again.

We learned that animal selection is really important. The crossbred steer was in hindsight not a great choice; he would never obtain the required finish due to his genetics. He was lovely and quite though so from that perspective a good animal to learn with. When selecting it is important to choose a steer with proper conformation and body structure. A good show prospect should be evenly built. A long lanky calf will rarely fill out enough before show day. Something else that we learned was that to undertake this challenge the important thing is to gain as much knowledge as possible. Read everything that you can about producing steers, Cate recommends. There are a number of great publications, Ag facts from the Department of Agriculture as well as a number of books by well-known cattle producers. Finding an experienced mentor is also of use. We are

lucky in our breed there are great people around who are more than willing to help and offer advice.

Would we do it again? Most definitely, says Cate. While it is hard work it is certainly fun as well. We just love being with our cattle and we love showing them. Displaying our Square Meaters is a good way to promote the breed. Exposing them to landowners who are thinking about getting into cattle and are looking for something that is sustainable on small acreage is fantastic for the breed. Having a steer at a show or photos of steers from previous years with the competition feedback sheets available shows how valuable the breed can be.

Naringi stud has already chosen and broken in the 2012 competition steer. He is a purebred Square Meaters and seems a good type, says Cate, I would encourage breeders to have a go at conditionings steers for competitions if at all possible. I guarantee you will enjoy the experience. ■

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From paddock to the plate

By Richard Pisaturo

Allow me to take you for a journey. A group of friends met at a restaurant and after selecting drinks they ordered entrees of fish and shellfish followed by main course of chicken (3) and beef (3). The place had a great ambience, conversation was brisk and the entrees scored 10 out of 10 for presentation, colour, texture, taste and aromatics. Most of the main courses were also exceptional except for one of the 3 beef dishes.

The following week the same group went out to dinner but to a different restaurant and a different style of menu. They ordered along the same lines as last time but this time the mains were 3 chicken 1 fish and 2 beef. I asked the person who had had the disappointing beef experience the week before what they were having this week and their response was chicken "it's more predictable!"

It is sadly a scenario which plays out all over the world, but does the

problem belong to the producer or the end user?

I would like to start with the producer. The term cattleman is equivalent to food producer. Square Meaters breeders should view the task differently to their run of the mill colleagues. The Square Meaters breed was designed to produce a carcass of 120-180 kg milk tooth and no older than 15mths. The intention is to turn off weaners to the butcher shop and only if the season was tough would they require backgrounding and feed lotting - but still no older than 15mths.

To produce high quality beef the selection of Square Meaters should start with the sire. He needs to have a bomb proof temperament as cattle with flighty nature tend to have meat with elevated pH levels. Cows need to be calm but bear in mind that while temperament is almost always genetic, management should always be considered, especially the way cattle are handled in the yards.

For a steer to produce high quality beef he needs to be naturally quiet. He won't be a shy feeder and will produce a carcass with low pH and no bruising. He'll have the right structure, a good top line and will be full behind the shoulder which represents an eye muscle the same right through, which makes for a good dining experience.

Muscle definition is very important but while extremely heavily muscled cattle do well in hoof competitions the they don't always eat well due to a lack of fat. The secret is a moderately muscled well balanced carcass with fat evenly distributed over it.

Feeding Square Meaters. Firstly no or poor feed spells disaster. To produce a calf at nine months of 300kg live weight we start at a 30kg calf plus 270 days at 1kg per day = 300kg. To achieve this you'll need at least improved pasture or crops for every day of life.

From the development of the breed Square Meaters have been taken up by food producers with smaller land holdings and often off-farm jobs. Cropping is often not possible and pasture improvement programs sometimes fall short. Hence the importance of

supplementary feeding should not be underestimated. It can be as simple as a lick block during periods of dry feed. Grain feeds, whole oats, vitamins and mineral mix or whole barley and a vitamin and mineral mix can be used to aid feed shortages and allow animals to utilize the dry rank feed in the fields.

Ultimately the aim is to raise a calf on a rising plane of nutrition to reach target weights and ages.

The most important feature of being a food producer is to create an atmosphere for quiet cattle, good herbage, a common sense approach and alliances with butchers. Food producers should also be encouraged to eat what you produce and to create a profile on each animal from paddock to plate. All sorts of detail will help you fine tune your operation such as the sire, dam, the season and any supplementary feeding as well as monthly weights up until slaughter. Then when your carcass arrives back at the butcher shop take photos and take note of the dressing out percentage, yield, fat cover, and yield or saleable meat yield.

Don't forget to give some away to family and friends



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and invite your selling agent to try a few cuts. Start to promote and remember that if you won't eat it then nor should I. Every meat dish should be an ambassador for the next.

Steer competitions

Preparation for competitions consists of many phases and all are important.

Select an event: Select an event that allows for you to take the time out to compete. Decide if you want a hoof only competition for a lead up to the main event then pick the main event.

While preparing for a hoof and hook competition bear in mind that every change in the routine and management of your steer has a negative reaction so allow at least a month between outings to stabilize your steer and keep him putting on weight.

Select a class: Work out what weight you need your steer to be at the time of the event, work out a daily rate of gain for the duration of your preparation and then work backwards. You may even go so far as to manipulate your joinings to suit specific events.

To give yourself the best chance of success prepare steers in pairs, and if you really want to do well, cut one of your top bull calves rather than try to fatten up a poor steer.

Breaking In: The break in process should start at one month of age. Tie up, lead and lightly handle only for a maximum of one hour per day then let the calf return to his mum. Do this in your cattle yards and keep mum settled with feed and so she can still see the calf. Handle the calf twice weekly until you need to increase

handling. At this time cow and calf need to be on feed for the whole process.

Record monthly weights and make sure that the cow is not eating all the feed. If this happens creep feed the calf so mum can't access it. Don't forget to re-join the cow!

Feeding: From previous records a feed should be selected and a possible weight gain calculated. Use a small paddock for your selected cow and calf pair. Put a maximum of 3 or 4 four pairs in any paddock and make sure there is shade and good quality water. Make sure that there is ample space at the feed trough for all and if necessary put in extras and remove wet and stale feed daily.

Put hay racks into to keep the roughage hay off the ground so it doesn't become a cattle camp.

Weaning: Steers should be yard weaned for at least a week if possible in groups of at least two. During this time you should be washing, leading, putting on nose dogs and have the radio playing. At night time have the lights turned on so they get used to shadows. Start clipping and blow drying in a frame to prepare your steer for the big event.

Show events: Given it has taken up to 2 years to get to a big event make sure you are as ready as your steer. Design your promotion concept with photo boards and brochures for people to take home, promoting your stud and cattle that you have for sale. Its also a good idea to have your agent's details in the back as some people will only deal through an agent.

Now that you have done your best, hope for the best. ■



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New to the breed and to breeding

Written by Jenny Petrie, Orange NSW

Since early 2008, after thirty years of city life (in Brisbane), we have gradually taken over the management of the family farm situated near Orange NSW. This has been a complete change in lifestyle and needless to say a very steep learning curve.

We certainly came to Orange with a feeling of responsibility for this small plot of land with its rich family history. Realising we are but short time custodians our goal is farming as sustainably as possible.

The property, Javid, has

been held by members of our family for 95 years and was traditionally used to fatten lambs and grow vegetables for the Sydney Markets. Over time, with the property being split and the loss of shearing facilities, fattening steers became the mainstay and this is where we entered the picture and became involved in "farming".

We loved farm life and enjoyed the cattle but were less enthused with being powerless in the market. Buying in steers from unknown backgrounds also proved challenging and on a couple of occasions we had steers collapse, due to stress, in the race and crush. This



was very difficult for all concerned, particularly the cattle. We noted that the wilder the steers the less

weight (considerable) they gained compared to their more placid herd mates. Several Australian studies

SAVAGE GARDEN SQUARE MEATERS





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First Square Meaters calf born on Javid Square Meaters, Orange NSW.

performed on other breeds of cattle have concluded that flightier temperaments = tougher meat. (Linda Café 2009)

Wayne encountered Steve Moffat and his Square Meaters display at the 2011 Mudgee Small Farm Field Days. He was immediately impressed by the stated qualities of these cattle and set out to gather information. Being a fast growing, well-muscled early maturing breed that could be finished on grass in less

than eighteen months was a definite advantage for our size farm. The quiet temperament of these cattle was a huge selling point for us.

On a road trip to Western Australia, we visited Kylie McKinnon and Matt Brown's Mabelie Stud at Narromine. Kylie was very generous with her time and information, And we were quite impressed with the small Mabelie Herd.

We enjoyed our holiday

in the West and noted a Square Meaters presence in the southwest corner of the state.

On returning home we became aware of the Mabelie dispersal sale and as we were due to purchase more steers we decided instead to buy cattle that we had already met! And so the Javid Square Meaters Stud was founded. Our herd consists of 6 Mabelie cows, 4 heifers and Mabelie's principal sire, Brinsley Zambezi plus two cows purchased from the Woolaringa Square Meaters Stud.

We also purchased 7 commercial cows with calves at foot from Fiona Battiste at Woolaringa. We

are very interested in producing quality animals for the prime domestic beef market and we feel that we have a wonderful start on which to build.

We could not be happier with our decision so far. The cattle have exceeded our expectations in every way and we love working with these wonderful animals. We have also joined the NSW Breeders Group and are looking forward to an exciting and enjoyable future.

For more information on the NSW Breeders Group please contact Brad Perry on 0402316603 or ring the Square Meaters Cattle Association office on 02 9834 4322. ■

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:

Elendee Stud, Anembo NSW
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 Warrill Creek Stud, Purga QLD
 Windridge Stud, Kyneton VIC
 Woolaringa Stud, Goulburn NSW



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.

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Outside the Square - Show Champions

* Represents Grand Champion

PERTH 2011



PERTH 2011

* Junior Bull ~ Kilayr Finn

SYDNEY 2011



SYDNEY 2011

* Senior Bull ~ Silver Gully Elvis

BRISBANE 2011



BRISBANE 2011

* Junior Bull ~ Rosellinos Felix (AI)



PERTH 2011

* Senior Female - Kilayr Excess



SYDNEY 2011

* Senior Female - Silver Gully Ellowyn



BRISBANE 2011

* Senior Female ~ Warrill Creek Delight



PERTH 2011

Champion Heavyweight Steer on Hoof



SYDNEY 2011

Junior Female - Silver Gully Fantasy



BRISBANE 2011

Junior Female ~ Rosellinos Four Leaf (AI)

ADELAIDE 2011



ADELAIDE 2011

* Senior Bull - Willows Rest Achilles



ADELAIDE 2011

* Senior Female - Willows Rest Millies Pride

For all show society information visit the following websites:

Canberra Royal - www.rncas.org.au
Sydney Royal - www.sydneyroyal.com.au
Brisbane Royal - www.ekka.com.au
Adelaide Royal - www.adelaideshowground.com.au
Melbourne Royal - www.royalshow.com.au
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NSW Beef Spectacular - www.farmonline.com.au/theland/beefspectacular
National Beef Bendigo - www.nationalbeef.org.au



BENDIGO 2011



BENDIGO 2011

* Junior Bull - Agrio Park Royal Admiral

CANBERRA 2011



CANBERRA 2011

* Senior Bull ~ Woolaringa Dave D59

HAWKESBURY 2011



HAWKESBURY 2011

Senior Bull ~ Silver Gully Elvis



BENDIGO 2011

* Junior Female - Argio Park Leane F2A



CANBERRA 2011

* Champion Female ~ Cluskers Amethyst D7



HAWKESBURY 2011

* Senior Female ~ Woolaringa Faith D20

DUBBO 2011



DUBBO 2011

* Senior Bull ~ Gumnut Valley El Tara Loco



CANBERRA 2011

Junior Bull ~ Woolaringa Excite E75



HAWKESBURY 2011

* Junior Bull ~ Woolaringa Excite E75



DUBBO 2011

* Senior Female ~ Gumnut Valley Etrazine



CANBERRA 2011

Junior Female ~ Woolaringa Leane E18



HAWKESBURY 2011

Junior Female ~ Naringi Diana F3



Breeding quality cows and bulls

By Magrarette Bohm, Stud Principal

Kelkette Square Meaters Stud is proud to have bred many outstanding cows and bulls which have contributed to the quality cattle seen today at Kelkette Park.

I also acknowledge the other breeders who have carefully selected quality cows and bulls to take the breed forward and also turn off great steers as a result.

The quality of the steers produced by a stud is an important indicator of the breeding stock used to produce them. This point is evident when steers win on

the hoof as well as on the hook at major carcase competitions.

An even bigger achievement comes when you produce steers which can not only win against other steers of the same breed but can win against steers from many other breeds, both on the hoof and hook. This the ultimate in breeder satisfaction and achievement.

Having experienced this with a team of 3 steers at Melbourne Royal 2004, I can recommend the experience!

Two out of the three steers shown by Kelkette Stud were selected and took out



This cow is Kelkette Puddin W44 born 2001. She is the dam of the winning steer, on the hoof and on the hook RAS Melbourne 2004. She has a calf at foot again in 2011.

the coveted 'Borthwick Trophy'.

You can find both quality and experience at Kelkette Square Meaters Stud.

Enquiries welcome to Magrarette Bohm by telephoning 02 6027 1313 or by Email: kelkettepark@bigpond.com ■

NARINGI SQUARE MEATERS

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"Rosemont"
Rose Vale Rd
Fullerton NSW 2583

Kelkette Square Meaters Stud



KELKETTE AGNES W5 & Silver Heifer
Kelkette Agnes G26 dob 11-08-2011



KELKETTE CHARM U10 & Grey Heifer
Kelkette Charm G48 dob 09-09-2011



KELKETTE FLOSSY V23 & Silver Heifer
Kelkette Flossy G61 dob 23-09-2011



KELKETTE NELLIE W23 & Silver Steer
G54 dob 19-09-2011

Visitors Welcome - By Appointment Please
Kelkette Square Meaters Cattle Stud

Yackandandah, Victoria

Phone: 02 60 271 313 Mobile: 0408 203 211

E-mail: kelkettepark@bigpond.com

Website: www.kelkettepark.com.au



It's important to keep records

By Julie Gotz Sunset Park Square Meaters

Some lessons in life are best learnt the hard way. My recent experience came about when I accidentally washed my farm diary with my jeans (never been one to check pockets!!). Luckily I had entered my earlier calving dates and the most recent ones I could remember with help of a calendar.

So, what are some of the things one would be likely to record? Calving and mating dates, dates sires were re-entered back into herd if you decide to batch calve – useful for planning paddocks come calving

time, chemical application of both livestock and paddocks (particularly useful as most products have withholding periods), mix rates of such chemicals, any sudden changes in weather (e.g. late or early frost) paddock rotation dates and corresponding stock numbers, individual NLIS numbers of calves as they calve (I have found this to be invaluable especially when all faces look the same!), calving intervals and length of time mothering-as you look over your herd some calves may not present as well as others, but past records may tell you that mum has had two calves within the one year!!



A well managed farm relies on good record keeping practices.

Why the need for any type of record keeping? Well, in order to know where you're going, you need to know where you've been.

Never place all your eggs in one basket could well be applied to storing valuable information, particularly if you need to refer back at a later date-after all some jobs don't get done every day and it is easy to forget the finer points. Personally I like having the ease and portability of having a pocket diary in the back pocket of my jeans. From there some things could be written on the calendar, but the bulk is transferred to a computer program i.e. a spread sheet, which is then backed up using an external hard drive or disc.

As well as accountability, good record keeping can also be useful for encouragement and motivation. On a personal level, I started my first batch of grain assist steers. Never having done it before I was somewhat daunted by the process and expense of the process involved. It wasn't until I looked back over the weights that I realised that I was actually making

progress. Although I sold them mid-way through the feeding process I'm now fired up ready to have a go at the next lot knowing from personal experience what I can expect along the way.

Another management and personal growth tool I find particularly useful is goal setting. It sharpens my focus and forces me step out of my comfort zone. Some decisions can be hard to make i.e. sale selection but as long as you keep operating within the mindset of continual improvement that can, and over time will, make life easier for you along the way. The important thing to always remember is not to take yourself or your situation too seriously. Always make time to laugh. Of course you will make mistakes, who in life hasn't. I recently came across two quotes that I really liked; 'Success is not final, failure is not fatal, it is the courage to continue that counts.' Winston Churchill. 'Failure is simply the opportunity to begin again more intelligently.' Henry Ford. ■

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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 100 per cent pure Murray Grey females can be entered onto the Commercial appendix F2 females.

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

Registration Process:

All breeders will be required to calf record all animals born each year on a C1 form supplied by the office. The original will be forwarded to the Association at the end of each quarter, or when your last calf is born, and a copy will be held in your file. Additional C1 forms will be available on request. There will be no fee attached to the lodgement of the C1 forms. Members are encouraged to carry out the interim registration of the calves and the fee of \$20 per animal will be deducted from your registration / transfer allocation as per prescribed in the membership level.

At 12 or 18 months animals should be measured and will be eligible for registration as per Association regulations.

Send the duplicate C1 form of the animals you wish to register with measurement details, the date the measurement was taken and the name and signature of witness to the office for the assessment of payment.

From July 1, 2012, only animals that have been C1 recorded and measured at 12 or 18 months can be registered. Animals, which are over 24 months of age at the time of registration, will incur a late fee of \$100 per head.

- To register or transfer registered Square Meaters Cattle, Full Members must subscribe to one of the five (5) membership plans (Grey, Bronze, Silver, Gold or Platinum). Each of the plans includes the \$165 Annual Subscription.
- School and Youth Members are exempt from having to subscribe to a membership plan to register and transfer cattle.
- New Members when joining, may take the option to pay \$165 annual subscription and \$110 entry fee (a total of \$275) and then pay for registrations and transfers as needed or subscribe to one of the five (5) membership plans, which ever best suits their needs. The \$110 once only joining fee applies to all options. In the second year of the membership a \$300 option is available. This package includes annual subscription, plus \$150 value of registrations and transfers. Or one of the five (5) membership plans can be opted for.
- On the third year of being a full member of the SMCA, one of the five (5) membership plans MUST be selected in order to register and transfer cattle.
- Silver, Gold and Platinum subscribers can pay in 2 installments - on or before July 1 and on or before January 1 each year - but the 5 per cent discount will not apply to split payments.
- In all levels of membership, members can increase their advertising in the magazine, website or newsletter at the appropriate cost.
- All "Outside the Square", newsletter, web site sale yard advertisements that are included in the membership plan allocation, are to be supplied to the office, by the member at the member's expense.
- All trophies and "Outside the Square" advertising offers detailed in the plan will be applicable for the following 12 month period due to planning and membership payment time frames.

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

MEMBERSHIP & REGISTRATION FEES:

Once only Membership Joining fee:

Full Membership	\$110.00
Commercial/ Associate	\$ 30.00
School/ Youth Memberships	\$ 30.00

Annual Subscription

Full membership	\$165.00
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And must subscribe to one of the 5 membership levels

Commercial/ Associate	\$ 30.00
School/ Youth Memberships	\$ 30.00

Registration Fees

'A' & 'B' Female registrations	\$ 50/head
Bull registrations	\$100/head

Transfer Fees

Female transfers	\$ 50/head
Bull transfers	FREE

Registered Murray Grey females

Outside Australia only

registered as "B" Grade Square Meaters \$ 50

Donor female registration

\$ 50

Donor females and bull used on the donor cow by natural service or artificial insemination must be DNA tested. DNA est must be received by this office prior to ET work

Transfer of recipients

\$ 50

Semen

Licensed 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.

Unlicensed semen \$150

The bull must be DNA tested prior to semen being sold.

Shares

in bull per share \$ 50

DNA test must be forwarded to office prior to selling shares

Commercial appendix

Registration foundation & calves \$ 20

Commercial Appendix transfer \$ 10

All animals registered over 24 months will incur a \$100 late fee

THE FIVE (5) MEMBERSHIP LEVELS ARE:

GREY Membership

\$400/year (\$380 if paid before July 1)

Annual Subscription	\$165
Female and bull registrations / transfers to the value of	\$250
Stud listing in "Outside the Square" magazine	\$ 10
1 extra copy "Outside the Square" magazine	\$ 5
Total value:	\$430

All additional female registrations or transfer at \$50/head
Bull registrations \$100 per head – no transfer fee

Bronze Membership

\$800/year (\$760 if paid before July 1)

Annual Subscription	\$165
Female and bull registrations / transfers to the value of	\$600
Stud listing in "Outside the Square" magazine	\$ 10
2 extra copy "Outside the Square" magazine	\$ 10
1 Web site "Sale Yard" listing a year	\$ 25
1/8th page "Outside the Square" magazine advert	\$ 50
Total value:	\$860

All additional female registrations or transfer at \$50/head
Bull registrations \$100 per head – no transfer fee

Silver Membership

\$1600/year (\$1520 if paid before July 1)

Annual Subscription	\$ 165
Female and bull registrations / transfers to the value of	\$1200
Stud listing in "Outside the Square" magazine	\$ 10
4 extra copy "Outside the Square" magazine	\$ 20
Stud web page or site Ink SMCA website	\$ 50
3 "Sale Yard" listing a year on SMCA website	\$ 75
1/4 page "Outside the Square" magazine advert	\$ 120
2 minor or 1 major trophy at Royal/feature show	\$ 100
Total value:	\$1740

All additional female registrations or transfer at \$50/head
Bull registrations \$100 per head – no transfer fee

Gold Membership

\$3200/year (\$3040 if paid before July 1)

Annual Subscription	\$ 165
Female and bull registrations / transfers to the value of	\$2300
Stud listing in "Outside the Square" magazine	\$ 10
6 extra copy "Outside the Square" magazine	\$ 30
Stud web page or site Ink SMCA website	\$ 50
4 "Sale Yard" listing a year on SMCA website	\$ 100
1/2 page "Outside the Square" magazine advert	\$ 210
3 major Royal show trophies	\$ 300
1/4 page newsletter ad each edition	\$ 160
Super Square Sunday promotional support	\$ 200
Total value:	\$3525

All additional female registrations or transfer at \$50/head
Bull registrations \$100 per head – no transfer fee

Platinum Membership

\$4400/year (\$4180 if paid before July 1)

Annual Subscription	\$ 165
Unlimited female and bull registrations & transfers	
Stud listing in "Outside the Square" magazine	\$ 10
8 extra copy "Outside the Square" magazine	\$ 40
Stud web page or site Ink SMCA website	\$ 50
4 "Sale Yard" listing a year on SMCA website	\$ 100
Full page "Outside the Square" magazine advert	\$ 400
4 major Royal show trophies	\$ 400
1/2 page newsletter ad each edition	\$ 240
Super Square Sunday promotional support	\$ 200

Supporter acknowledgement on SMCA web page,
Outside the Square magazine & Small Farms magazine

Total value: PRICELESS



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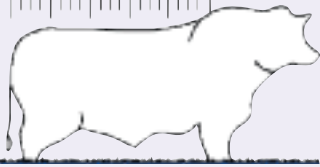
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(Can be no longer than 14 characters including spaces.)

- 1
- 2
- 3

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- 3

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Outside the Square

How can I sell my bulls?

By Gary Sewell of Oakvale Square Meaters.

As the size of most Square Meaters breeder herds are relatively small and only require one bull or they may even just operate with an AI program, the market for Square Meaters Stud bulls is not large amongst Square Meaters Breeders. The thing to remember though, is that we are all breeding seed stock for the beef industry as a whole, not just for other Square Meaters stud breeders. Breeders with Square Meaters bulls that are surplus to their own requirements need to think outside the square as to what benefits other breeds of cattle can gain from using Square Meaters as outcross bulls for commercial herds.

In our own breeding operation we have been selling Square Meaters bulls as outcross bulls to commercial breeders for the past seven years ranging in price from \$1,500 thru to \$3,000 + GST.

These Square Meaters bulls have been used mainly over Brahman cows, as we are situated just south of Murgon Qld., which as you go north, is basically the starting point of predominately Bos-Indicus breeds of cattle. These Square Meaters bulls have given excellent results with most Square Meaters cross calves weighing between 30 to 40 kgs heavier at weaning than the straight Brahman breed calves and to the commercial breeder that is an extra \$60 to \$80 per head in the bank.

We have also sold Square

Meaters bulls to breeders of dairy cattle to use with maiden heifers for ease of calving and to produce great vealers, also to Dexter breeders to increase size, muscle and length of the resultant calves making them more commercially viable, the list goes on.

At "Oakvale" our first Square Meaters X Limousin calves were born this year I think this will be a good cross as most of the feeder competitions top 10's are Limousin cross cattle. The Square Meaters will add the required fat cover and marbling to the carcass.

With small numbers of Square Meaters crosses now appearing in drafts at our local saleyards, the word is starting to get around of the benefits of using Square Meaters as outcross bulls and we have enquiries for bulls from new commercial breeders as well as repeat orders from existing clients.

Now, a few points I would like you to consider on how you can achieve the sale of your surplus Square Meaters bulls.

Firstly, these bulls are going to be sold to commercial breeders who need to invest wisely in their seed stock to improve their herds and also their profitability. So with this in mind, I must stress these bulls need to be structurally sound and of good size and type, good doers and to be commercially viable they need to be at least a frame score 3 but preferably frame score 4 or 5.

If your bull does not meet this criteria, I would advise sending him to the local saleyard as a cull. While some breeders consider bulls used in commercial herds as culls, this is not the

case. Though you are not parading your cattle in the local show ring, in essence you are promoting your cattle and the breed with the progeny being displayed in the local saleyard and or butchery. With word of mouth being the best form of advertising for your bulls and your breed, if the animal is inferior it could be your worst.

How do you attract the Buyers? The local sales yard is a good place to start talking with your local commercial breeders and auctioneers. The fine work being done by some Square Meaters breeders across the country with great results in carcass competitions will also attract the commercial breeders interest. I do feel a good animal will sell himself, but you will need to think of how to advertise your bull for sale. By this I mean you're not only selling the bull but also the benefits

of the breed and more importantly the advantages the commercial breeder will achieve with the purchase of your bull.

1. Tender Yearling Beef (early maturing – quick returns)
2. Naturally Polled - in my opinion this is a great selling point as it removes the labour cost of dehorning also removes the associated stress to the animal and minimises bruising , especially in large commercial herds.
3. The quiet nature of the Square Meaters breed when used as an outcross over some of the more highly strung breeds (highly strung animals don't have as good a weight gain as quiet cattle) and ease of handling.
4. Ease of calving - especially on large properties where animals are not checked daily.
5. Good conversion rates



Square Meaters - the solution to beefing it up in crossbreeding. Picture is a Square Meaters x Limousin.

(ratio of feed consumed to amount of weight gained).
6. High yielding (live weight to carcass weight)

I do understand that studs in different areas and states will have different breeds of cattle that are pre dominant, to those which

we have in our area, but the principals of selling your surplus bulls will basically remain the same. The process may not happen overnight but if you stay with it, offering quality bulls for sale, you will see the results. ■

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Successful year for Willows Rest

By Kyla and Simon Palk, Willows Rest, SA.

What can I say? Square Meaters - love them, love them, love them.

Despite the fact that we have been breeding for just a handful of years we feel we have developed a structurally correct animal in both our females and our bulls using AI as well as the bulls we have bred.

Even though, as a breed, we don't use BreedPlan (we are not fans of it anyway) as a stud we weigh and measure all of our calves. They get weighed as soon as possible after birth and measured at 4 specific points. We maintain these records as a way of keeping qualitative data and measuring the direction our herd is going. We also use this data to help us decide which bull to use over which female to hopefully gain the right result. We must be doing something right as our results at both local country and Royal Show level have proven.

Keeping these records is fairly easy to do as we only have a small herd but if asked we can tell the average

calf birth weight from a specific bull or other traits he is putting into our herd. As breeders, Simon and I feel that it is very important to be able to provide statistics about all of our animals as this is good basic quality assurance. We also provide a fertility guarantee on all of our animals- if it doesn't work we replace it.

Throughout our spring 2010 and autumn 2011 show season and into this year's Royal Adelaide Show we have had consistent praise and comments about the structure and carcass of our animals. We have found that if you start with good sound structure in the first place it is easy to breed good sound animals.

We are at the point where we are happy with the direction our herd is taking but at the same time we are not complacent about improvements.

Our greatest achievements to date are our Senior Bull, Willows Rest Achilles D2. Currently Reserve Senior Champion British Breed Bull 2010- Murray Bridge Show, Reserve Senior Champion British Breed Bull 2010- Mt Barker Show,

Royal Adelaide Show 2010- Senior and Grand Champion, Royal Adelaide Show 2011- Senior and Grand Champion.

At this year's Royal he weighed 750kg, EMA 134cm, P8 5mm/RF 4mm. The judge, Jack Woodburn from NSW, said he was one of the most well muscled bulls he has ever seen and his length was just incredible. He commented that he has exceptionally good shoulders for an animal his size that blend well into his neck and that will allow for easy calving. He also commented about Achilles' thickness from behind his shoulder and that he, despite his length and size, was still so free moving.

The second of our achievements is our junior bull, Willows Rest Adonis F1. At the sweet age of 8mths was Champion British Bull and Interbreed Champion 2010- Murray Bridge Show. He then went on the next year to become Champion British Bull 2011- Mt Pleasant Show, Reserve Champion British Bull 2011- Mt Barker Show, and then Junior Champion Bull 2011- Royal Adelaide Show.

Jack Woodburn said that this bull had "balanced perfection but lacked the maturity of the senior bull". He weighed 560kg at 19mth, EMA 96cm, P8 5mm/ RF 4mm.

Our females are also proving themselves out in the paddock as well as in the show ring.

Our junior female, Willows Rest U Can Dance F4, was a standout at this year's Royal taking Junior Champion Cow or Heifer at the age of 15mth. Jack said she was a very well balanced heifer and he would like to see her back next year with a calf. She also went to

Murray Bridge Show 2011 where she was sashed Champion British Breed Female and then was sashed Reserve Interbreed Female.


Then came our senior cow, Willows Rest Millies Pride E1. She went from Junior Champion Cow or Heifer 2010- Royal Adelaide Show to taking home Senior and Grand Champion Cow or Heifer 2011- Royal Adelaide Show. The judge said she was the "finished article". "She is a 26mth old cow with a 2 month old calf behind her- that's what you want to achieve" was his final comment before calling her forward over an older cow and calf unit.

To put the icing on the cake we also took home the Breeders Group ribbon- which is probably the best marker for the direction your herd is taking. The hardest decision we had to make was deciding which animals to put in the ring. We eventually went with Achilles, Millies Pride +Calf, and U Can Dance. The judge had trouble faulting any of our group.

The highlight for us was the steer we entered into the Hoof and Hook competition. This is a trial and error process for us as he was the first Square Meaters steer to be shown in this state. We had to use our knowledge about feeding as we had no outside guidance at all. Despite this we managed a score of 75.5 points which we feel is a fair effort. We now have a basis to work from and look forward to giving it a better crack next year.

From all of our show results we have come to conclude that you can't scrim on the structure of your animals in the first place and that the best quality assurance we have is the data we collect on our calves. ■

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WILLOWS REST



WILLOWS REST ADONIS WR1 F1

- Junior Champion Bull
Royal Adelaide Show 2011
- Champion British Bull
Mt Pleasant Show 2011
- Reserve Interbreed Bull
Mt Pleasant Show 2011
- Champion British & Interbreed Bull
Murray Bridge Show 2010
- Reserve Junior British Bull
Mt Barker Show 2011
- Junior & Grand Champion
Mount Gambier Show 2011



WILLOWS REST ACHILLES WR1 D2

- Senior & Grand Champion Bull
Royal Adelaide Show 2011
- Senior & Grand Champion Bull
Royal Adelaide Show 2010
- Reserve British Bull
Mt Pleasant Show 2011
- Reserve Senior British Bull
Mt Barker Show 2011
- Reserve British Bull
Mt Pleasant Show 2010
- Reserve British Bull
Murray Bridge 2010

WILLOWS REST U CAN DANCE WR1 F4

- Junior Champion Female
Royal Adelaide Show 2011
- Champion British Female
Murray Bridge Show 2011
- Reserve Interbreed Female
Murray Bridge Show 2011
- Reserve Junior Female
Mount Gambier Show 2011



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Keeping cattle healthy at shows

By Erica and Stu Halliday, Mingary, Walcha

When taking animals to a show you need to put yourself in their shoes. Even well travelled animals get stressed travelling, so for them it feels like they have jet lag or a really bad case of car sickness.

Arrival

1. Before you begin the trip and also when you first arrive give your animal "Travel and Yard" pellets or "Prime Mover" on hay - both are available from Elders. These both contain electrolytes and essential vitamins and minerals and act like a 'chill pill'.

2. When you first get to the

show let your animal rest! Don't drag them to the wash, just put them in their beds and leave them for at least an hour. Use this time to set up your gear. The best way to get your animal to drink at a show is to leave it until they have settled and have had their first feed and dry hay.

3. Tie your animal up short (about 50cm from the halter and neck rope to the ring) This may seem mean, but is much safer and they will settle better and not fight or get caught up with the animals around them.

4. Don't change routine. If they usually get fed at 5pm at home, then feed them at 5pm when you are away. If

you arrive around lunch time give them a biscuit of hay, if near the evening feed time wait until their normal feed time. Don't give water until AFTER they have eaten their first meal at the show.

At the show

1. Every morning take your animals out of their beds and give the beds a proper clean out. Remove all the soiled material, paying extra attention to the areas where cattle urinate, and replace with clean bedding. Clean beds will keep your cattle healthy.

2. Place each animals' feed in their spot before you take them back in. Tying them up short is essential here so that they can't get to each others feed. Watch over your animals while they eat to ensure that each animal gets the right amount of feed. Do not leave feed in front of your animals while

they are unattended.

3. Try not to fiddle with your animals too much or they will get sour. Blow the dirt out of their coat and keep their beds clean.

4. Avoiding sickness. Acidosis and dehydration are the bad guys here. Nutrition and health are of great importance at a show, following are some tips.

Feed - Feed them exactly the same grain mix or slightly less than you would at home and extra hay while they are at the show. At least a biscuit of hay for breakfast, lunch and dinner. Cereal hays are preferred over lucerne so as to avoid travel tetany and other complications. Feed the hay after the grain so that you ensure they eat their usual amount of feed. Always make sure you have an appropriate pre-mix/buffer to avoid acidosis (grain poisoning) as your animals

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are more at risk of it at a show. Monitoring the amount of feed and water your animal consumes each meal gives a good indication of health and happiness. If your animal goes off their feed you will need to slowly build them back up to the amount they were eating previously. Never feed them double or extra in an attempt to catch up or if you feel sorry for them at the show - it will make them sick!

Water - Always water your animals after their meal, especially when they first arrive at the show. **WAIT** until they have settled and then feed and water them at their usual feed time. You need to have them a bit parched when they first encounter new water or they may turn up their nose. If you give them water half an hour after a feed they are more likely to drink.

How much water depends on how hot it is. Usually 20 - 40 litres after their breakfast, lunch and dinner. If it is hot, you could try them with a bucket before you go to bed. Do not give them extra water in between as you may lose track of how much or how little they have consumed. Always provide them with fresh water from the tap out of a bucket. Never let them

drink from a trough because of the disease risk. If you do encounter difficulties getting your animals to drink you could try molasses, red cordial or milk shake aniseed in the water to disguise the change in taste.

5. It's a good idea to keep insects off your animals at the show, particularly if you are from a different area as insects (midges / flies) may transfer diseases like 3 day sickness. Use a repellent but be sure to avoid your animals eyes.

6. Signs that your animal is sick and you may need to contact a veterinarian.

- off their feed or water
- diarrhoea
- temperature over 38 / 39 degrees
- weeping eyes / nose - lethargy

Show day - Have fun

1: Don't be fooled into getting up too early. Both you and your animal will be exhausted.

2: Blow your animal before washing or wash the night before and sponge the morning of.

3: Feed your animal at their usual time and let them rest while you change.

4: Prepare your animal and fit the show halter and neck card with their neck rope still on.

Use a rope lead to attach to the show halter so you



Clean beds will keep your cattle healthy.

can tie your animal up.

5: Prepare a bucket for ringside that includes a bottle of spray, brush, comb and a wet sponge to clean up any mess.

6: Have your show cane close for when you lead your animal out.

7: Find a quiet spot where you are aware of when your class is on, but not so close to the action that you freak yourself and your animal out. Scratch your animal with the show cane while you wait and watch from afar.

8: In the ring - (A) Listen to the marshalling and ring

stewards and the Judge.

(B) Keep a good distance between yourself and the animal in front.

(C) Be courteous and fair to everyone else in the ring.

(D) After the judging be a good sport and congratulate the winner.

(E) If you get a ribbon it is good manners to take your hat off when you receive it.

9. After judging, take your animal back to their bed and give them hay, water and rest.

Be very strict with the usual routine for meals, water etc - don't drop the ball here or they may get sick. ■



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Management of joining

By Stu Halliday

Controlling nutritional and managerial inputs in the period prior, during and following joining has the potential to significantly increase the number & timing of viable

progeny. Increasing the number of calves dropping to initial cycles opens the opportunity for better control of calving heifers as well as increase marketing options for stronger lines of even calves from all breeders.

The Period Prior to Joining: Controlling energy balance and mineral loading of reproductive structures in the period sixty days prior to joining is critical for optimum joining management.

Negative Energy Balance: In most cow/calf enterprises, the period leading up to joining is the period of greatest negative energy balance. This is the time where cows are milking heavily and, in the case of first calf heifers, they are also attempting to continue to grow. As a result, little extra energy for reproductive processes is available at a time when it is critical.

This period also marks the start of follicular development, which is ultimately responsible for development and release of a viable egg. It takes about sixty days for the development of the egg from a simple cell into an egg ready for release.

A complex cascade of hormones, starting at the base of the brain, is required to kick start, and maintain the cycling process. These hormones and strong follicular development rely on the availability of adequate levels of energy. Failure to meet these extra nutrient requirements can lead to failed or silent heats, and delayed returns to conception. The reality of

most grazing situations one month after calving is that there is very little extra energy available to create strong cycles and viable ovarian structures. Often, the difference in glucose availability & uptake often dictates the difference between a good strong cycle and a successful mating period.

Creation of a Positive Energy Balance: Calving cattle out in good body condition score (BCS) will help minimise excessive energy lost after calving. This means targeting a BCS of 3 at calving. It also helps cow/calf immunity levels and aids milk production.

Creating subtle changes of available energy through supplementation will also create sufficient positive energy balance to kick start the hormonal process. Changes of as little as 20% of dietary energy (particularly starches) will allow the hormonal cascade to be kick started. In practice, this means manipulating small amounts of specially designed supplementary feeds in the month or two prior to the start of joining.

Packing the "Lunch Box": Once the egg is released from the ovary, it must have sufficient nutrients packed in its "lunch box" to provide sufficient ongoing nutrients available for a viable fertilisation and

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implantation.

These nutrients are basically the only source of nutrients available to the egg/embryo until implantation/attachment to the uterine wall almost 45 days later. Packing the lunch box (for the egg) with sufficient nutrients for fertilisation & implantation is vital for optimal conception rates.

These nutrients ensure strong cellular repair and development during fertilisation, cellular multiplication in the embryo and during implantation. Nutrient loading of B-Carotene (Vitamin A), zinc, copper, and selenium are vital to facilitate viable embryo development. Practically the two can be provided via injections or through specially designed pre-joining feeds.

Managing Stress: Events releasing stress hormones are detrimental to the viability of reproductive structures and reproductive hormones. These events include external stressors

like predators (including humans), weather and sub-optimal nutrition.

Stress has the physiological impact of decreasing the viability of ovarian structures such as the corpus luteum or yellow body. This structure oversees fresh follicle development and ensures continued release of hormones required for embryo survival. Without a strong yellow body, embryo survival diminishes with the very real possibility of delayed returns to service (and a very spread calving pattern).

Stress events, however, are not all bad. In fact, if we are able to time these stress events appropriately, we can actually help to rid the ovary of persistent or existing yellow bodies. Removing these yellow bodies, particularly one or two cycles prior to joining, will help generate fresh, healthy eggs and synchronise cycling to tighten calving patterns.

Fertilisation: Ensuring



Healthy pastures makes for healthy cattle.

ongoing nutrient supply for the breeding cow's reproductive hormones and diminishing the risk of stress are vital in producing the highest chances of conception.

Similarly producing strong viable sperm from the bull's

perspective is equally as important. Sperm production begins, like the female, from simple cells that develop in the testicle to become viable sperm over a sixty day period. Ensuring strong quality and quantity of sperm means



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Outside the Square

attention to the dietary requirements of adequate energy availability, balanced protein levels and nutrients like vitamin A and zinc. Diminishing stress events during period of sperm development also increases the chances of high and tight conception rates.

Structural and reproductive soundness are also vital to facilitate each bull's ability to cover as many cows as practical. Checking the bull's structure and soundness including reproductive organs, semen quality and serving ability may be part of this process. Check with your local vet about their recommendations. The recommended number of cows normally for mature bulls tends to be around 40, although yearling bulls should be exposed to less (eg 30). This will vary in intensive to extensive situations and remember

don't mix yearlings and older bulls in the same paddock!

Implantation: Following fertilisation there is a period of approximately 45 days where the embryo floats down the uterine passage and embeds (and reconnects to the body's nutrient supply) into the soft uterine lining. The embryo is particularly sensitive during this period with as many as 50% of all embryos produced failing to reach implantation. In practice, all the grazier observes is a normal or a delayed return to service and a spread calving pattern.

Ensuring stressors are minimised especially controllable factors will help maximise implantation rates. This includes heat related stressors resulting from weather and infections.

Ensuring the uterine bedding will receive an

embryo will also help maximise implantation rates. This includes ensuring no infections are transferred from bull to cow/heifer. Some of these infections like vibriosis and pestivirus will cause initial uterine inflammation and later uterine wall scarring. Both of these infections can be minimised by preventative vaccines, so speak to your local vet for further information.

A stable plane of nutrition also helps stabilise the uterine environment which in turn increases the percentage of successful implantations. Ensuring no excessive levels of nitrogen in the diet will help embryo survival. This excess nitrogen can be in the form of short green grass or excessive levels of urea. Many joining programmes have failed due to excessive uncontrolled short green pick or excessive

(uncontrolled) urea supplementation, which are situations that can be easily managed.

Conclusion: Maximum calving percentages and tight calving patterns can be achieved by good control of nutritional & management inputs in the 60 days leading up to and 45 days following conception. Packing the lunch box full of nutrients like glucose and minerals prior to egg release, kick starting hormones at least one cycle prior to joining, minimising & controlling stress, and managing a stable diet for up to 45 days after fertilisation will help achieve this control.

The team behind this article, Livestock Central, have a comprehensive step-by-step guide to optimum joining processes. For more information please ring Stuart Halliday on 0417674412. ■



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Paddock to plate business

By the Wade family, Christine, Hannah, Joseph and Milly.

Silver Gully Estate has continued to consolidate its meat production business in 2011. Our meat sales continue to draw public interest due to our sustainable farming practices, local produce and home grown operation.

We are supplementing our stud operation with managing a 'Paddock to Plate' operation – meat sales direct to the public through our local butcher.

Our management of the meat business fits in well with our off-farm commitments, particularly given the fact that the kids are growing up and have their own busy schedules!

The process is simple. We began collating a regular client list, consisting mainly of friends, family and colleagues. Through word of mouth the client list continued to increase to include friends of friends and interested persons who wrote down their details at various agricultural shows and the local Mangrove Mountain Country Fair. We also have our own website and receive lots of enquiries from the website. There is a link to our website from the Square Meaters website as well.

We send our steers to the Kurri Kurri abattoir, who then transports the meat to our chosen butcher, Mix Meats at Ourimbah. The butcher hangs and cuts the meat until it is ready for

pick up by our clients. Each client usually takes the equivalent of ¼ of a carcass. We then forward the invoices directly to our clients for payment. All contact, including notification of meat availability, pick up information and invoicing occurs mainly by email, promoting efficiency and record keeping. Our client list continues to grow and we often receive enquiries as to when the next batch will be sent off!

This year, we have been able to send four steers every three months in order to placate demand for our product.

In September, we sent seven steers to the butcher finished on grass alone. While the steers dressed out at 46-48 percent (less than the >50 percent ideal) it was impressive that we achieved this level of finish on winter grass feed alone with no supplemental feeding at all

We feel we are really hitting the mark when we can dress out steers and supply premium meat packages to a discerning consumer in September finished purely on grass. It is satisfying to be able to "meat" the promises we have made to buyers of our stud stock, especially as we are achieving this on coastal grass, imagine what our buyers out west can achieve. We sent four more steers in November who all dressed out at more than 51 percent. This is the main attraction of the Square Meaters to the purchaser of

stud stock. – their ability to finish on grass alone between 12 – 16 months of age.

We are achieving weights consistently between 340-370 kg with carcass weights of 174 -190 kg. This produces a finished product of four (4) trays of meat weighing 25-30 kg, which we sell for \$12/kg.

We find that our clients really focus on the fact that the meat is tender and home grown in their preference for our meat. Australian consumers don't like heavily fatty and marbled meat – they like tenderness. Regardless, our meat always has a satisfactory fat content around the meat to protect it from freezer burn and through the meat to flavour it, without the need for grain or other feeding.

We have overwhelmingly

positive feedback from our clients for our operation, with one little girl even returning to the 'wild side' from being a vegetarian. Apparently she told her mother that she would eat the meat only because she knew the cows 'had a happy life on the Wade's farm'. Children in particular love our meat, as it is soft and does not have an overwhelmingly 'meaty' taste. Many clients (including ourselves) have said they can no longer eat any other meat!

Our meat continues to walk off the farm. Increasing the diversity of our operation improves the bottom line profit and keeps the money coming in. Not only does it make commercial sense but it also suits our off farm commitments. ■

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Embryo breeding is a major project

By Eric Ross, Stud principal

Square Meaters Cattle have again lifted the profile of the Rosellinos Stud, with excellent results at all shows during the year.

The major project at Rosellinos this coming year is an Embryo Breeding Program. We have acquired 7 embryos from the famous Cow "Woolaringa" Leane 18, a Royal Show Champion and a member of the strong breeding cow family of Leanes. These embryos were inseminated with "Rainbow" Zipperty Doo Dah, also a Royal National Show Champion.

This program is being undertaken in conjunction with The Nindoowinbah Pastoral Property, who has a

major Breeding and Research operation where they inseminate and embryo implant thousands of cattle. They have recently implanted our embryos into 7 of their herd animals and on confirmation of pregnancy we will take delivery, these calves will be due end of August 2012.

At Toowoomba RAS Rainbow Puddin was Senior Champion and Grand Champion Female for the second year, Rosellinos Ericas Eungella was Reserve Junior Champion Female and Rosellinos Fourleaf was Junior Champion Heifer Calf. Rosellinos Felix was Junior Champion and Grand Champion Bull, with Rosellinos Falcon Reserve Champion Junior

Bull. At the Brisbane RNA Rosellinos Felix was Junior Champion and Grand Champion Bull, with Rosellinos Falcon Reserve Junior Champion Bull. Rosellinos Fourleaf was Junior Champion Female and Muurabay Kandi, (purchased from Graeme Singleton) with heifer calf at foot was Reserve Champion Cow. Rosellinos also won the Exhibitors Group. Beenleigh Show results; Muurabay Kandi was Champion Cow, Rosellinos Falcon Champion Bull and Rosellinos Felix Reserve Champion Bull. In the Interbreed Rosellinos Falcon and Felix were the allbreeds winner and Rosellinos Fred was the Supreme Champion Steer.

Rosellinos Stud is planning for the Feature Show and Sale to be held in conjunction with the 2012 Toowoomba RAS on the 29th to 31st March. We will be offering 6 to 8 head mostly from our 2011 prize

winning team. The 2 prize winning bulls Rosellinos Felix and Falcon will be offered and will be just under 2 years of age, together with the prize winning heifers Rosellinos Ericas Eungella and Fourleaf. Erica will have a calf at foot and Fourleaf will be close to calving.

A Super Sunday was held on the 16th October with approximately 120 visitors from NSW and a radius of 300kms of Brisbane. Mr Nathaniel McGhee from "Nindoowinbah" Pastoral property gave an address outlining Artificial Breeding and Embryo Implanting, the benefits, the quickest way and the potential scope for upgrading your animals. Visitors were invited to inspect the herd and guess the weight of the steer. A stud Square Meaters heifer and promotional items were raffled and over \$1000 was raised for the benefit of the Feature Show and Sale. ■

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Purchasing grain fed bulls

By Erica and Stu Halliday

It is very rare to find a truly pasture fed bull, If you are purchasing a show bull chances are it will be full of grain, just as most bulls offered at multi-vendor and in-property sales will be.

The best practice for bull producers would be to wean bulls off the ration before sale day but this may not always be the case. Perhaps the best approach for a purchaser is to find out from the vendor the types of feed the bull was on prior to sale. Armed with this knowledge and recognizing the impacts of stress on fermentation and appetite, reintroduce this feed stuff

quickly with plenty of hay after sale and then slowly decrease dependence on the ration over the ensuing weeks.

A check list of best practice approaches off the truck after sale would be:

- Introduce hay and water immediately
- Introduce stress related preventative approaches e.g. ELMS Travel & Yard Pellet or Prime Mover liquid for the two days immediately post arrival
- If the bull breeder has not weaned the bull off the ration on sale day, introduce the original ration (building up over several days). Ensure the chemical compounds in the ration



Grain feeding in preparing bulls for joining is a powerful tool.

actually do a decent job in managing pH (i.e. buffer). Don't rely on what the feed companies say, have it checked out with someone who knows or simply add ELMS Cattle Intensive at 3% of the ration. Slowly decrease the dependence on this ration over 3 weeks, as

the alternate feed source is introduced (e.g. paddock feed)

- If the vendor has not already done so, inject bulls with all the necessary vitamins and vaccines required. This would include Vitamin ADE (Vitamin A has a huge

Great Southern Square Meaters Stud



Woolaringa Leane



Vesco Bobby Dazzler

Brett and Sveta Harms of Great Southern Square Meaters Stud are pleased to announce that they that have purchased the Chevy Farm's Stud Cattle from Dominic J Auguste. The cattle truly reflect Dominic's efforts in breeding elite Square Meaters, we thank Dominic for this opportunity and wish Dominic and his family the best for 2012 and beyond. The purchase of cattle like Woolaringa Leane S18 and Vesco Bobby Dazzler and their progeny and other great genetics sees Great Southern Square Meaters Stud off to a very exciting 2012

For more information, please contact
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TEL: 0403005611 email: brettharms@hotmail.com



impact on libido and sperm viability), Vitamin B12, and clostridial and reproductive disease vaccines (e.g. pestivirus, vibriosis and leptoclostridial e.g. 7in1)

● Treat bulls for external and internal (including fluke and roundworm) parasites

● Perform a reproductive soundness examination

(Note: Several of the treatments or procedures listed above may or may not be completely necessary for some bulls. The best approach would be to ask the opinion of a local cattle veterinarian familiar with your herd)

How long do I need to grain feed my working bulls before joining for optimal performance?

Ideally a preparation period of 2 months before joining is best practice. The production of sperm from

juvenile stage to mature form will take this long, so planning ahead can often make the difference between good and bad conception rates. It also means paying attention to the plane of nutrition (energy, protein, and fibre) and limiting exposure to unnecessary stress. If pasture availability is limited, then do not hesitate to commence a supplementation program in addition to the necessary vitamins and vaccines mentioned above.

A special case: Grain assist on green feed
Some of the most powerful results from grain feeding come when it is combined with green feed. The combination of green feed and grain assist (e.g. supplementing with 1 to 2 kg/head/day of a grain such as cracked barley or a starch



Planning ahead can make the difference between good and bad conception rates.

based pellet) improves feed conversion efficiency to a level comparable to feeding 5 times as much grain or more on its own.

Conclusion: Rather than being considered a 'taboo', grain feeding in preparing bulls for joining is a powerful tool in aiding the achievement of maximum

individual and reproductive performance. Like all power tools however, the person using it should know how it works, and it should be used as per the instructions. In the right hands it can have stunning, beneficial results, and in the wrong ones leave a path of destruction. ■

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Learn more at a breeders group

If you want be part of the Square Meaters family, or just want to get a more hands-on appreciation of the breed, the good news is that there are now three state-based breeders groups operating across Australia that you are more than welcome to get involved with.

The group in Queensland was formed four years ago and has proven instrumental in the progress and growing popularity of the Square Meaters breed in the Sunshine state.

A group formed in Victoria in 2010 has already proven its value, bringing together established, new

and future breeders to share their knowledge and experiences.

A third group formed in New South Wales in 2011 is already busy facilitating get-togethers and field days. The Breeders Groups are designed to be informal and fun and a way to offer support and encouragement to all people who share a passion for our wonderful breed.

Their focus to provide a social setting in which people can learn about cattle husbandry in general and the nuances of Square Meaters in particular.

The groups offer the perfect avenue for the



Breeders groups are a great opportunity to network with other breeders and learn about Square Meaters.

sharing of information as diverse as how to break in and show cattle, to tattooing, animal selection, the marketing of stud stock and what's involved in selling beef direct from the farm.

If a group of breeders want to set up their own group, contact Cheryl in the office. She can guide you to the people worth talking to

and can tell what assistance is available from the Association.

To get involved in the groups already established, contact the people listed below.

NSW: Brad Perry Phone: 0402 2316 603

Victoria: Christina Ellnor Phone: 0403 851 514

Queensland: Jo van Elten Phone: 07 5426 8137 ■

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