

Outside the Square

With Compliments

2013

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

**Premium breed for
domestic trade**

**Partnering adds
extra dimension**

**Don't be robbed
by green feed**

Lifting the breeds profile

Square Meaters Cattle - "No Ifs, Just Butts"

Chairman's report: a positive future



By Steve Moffitt

Welcome all to our Outside the Square Magazine for 2013.

In the following pages you will find an array of useful information regarding our many outstanding achievements over the previous 12 months also included are articles full of advice on a broad range of topics to add to your ever

expanding data base of knowledge on our outstanding cattle breed the Square Meaters. I would like to thank all those whom have contributed articles, advertisements and "tid bits" of information to the magazine; without your support it would not be possible to produce such a valuable library of information that is our annual Outside the Square Magazine.

Also big thanks must go to Ellen Moffat for her outstanding efforts in meeting the challenge of compiling and editing this issue.

Year in review:

Over the preceding twelve months we as an

Association have embarked on a new and exciting journey with the changing of our previously long standing secretarial and management strategies to the outsourcing of professional services from an industry leading organisation in the Livestock and Business Centre. (LBC)

The board of directors, along with outsourcing of our secretarial role, have introduced an innovative and fresh approach to the delegation of our responsibilities for ongoing promotion and development strategies with the use of a Portfolio structure enabling free flow of new ideas and initiatives from all parts of our membership and associates to be captured and considered for implementation as we move forward to an increasingly successful future.

During the past year we have had many successful exhibits and outstanding results from our membership and I would like to briefly highlight the feature show at Toowoomba in March 2012 which was a credit to the QLD breeders group who planned this over the past 2 years with a showing of around 50 head of quality Square Meaters cattle, exhibitors travelled from as far as WA to QLD to be a part of this exhibition of outstanding animals.

The numbers nominated for the breed sale afterward showed a keen interest from breeders and outside interest to support this event; results for the sale were marginal on the day of the sale with some successful negotiations taking part afterwards.

In all a successful show was had, congratulations to the winners and members of the QLD Breeders group."

The Future:

I firmly believe we are entering a new facet for the promotion and development of our Square Meaters cattle with expanding horizons for ever higher achievements across all areas of the Australian Beef Industry.

"We have the product in our cattle" - it now falls to all our members, breeders, exhibitors and associates to share the incredible attributes of our quiet compact achievers with all areas of the beef industry to enable them to share in what we already recognise; the Square Meaters cattle will play a major part in the future sustainability of beef cattle production within Australia.

In closing I wish all a successful rewarding and prosperous coming year and welcome all members both past, current and future to join us in continuing the promotion and development of our wonderful breed into the future. ■



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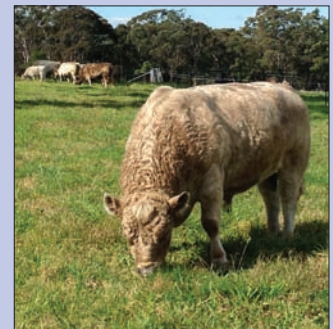
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Mobile: 0407 111 423

Email: jvanelten@bigpond.com

Cover Photograph:

Weethalle Square Meaters breeding the quiet compact achievers that thrive in all types of conditions, effortlessly converting grasses to meat, growth and development.



Editor's notes: exciting times

Welcome to all readers of Outside The Square magazine promoting and supporting prospective, new and current breeders of Square Meaters cattle, it has been a year of change for everyone, OTS writes about these changes for the prosperity of the breed.

There is strong commitment as to how Square Meaters steers fair against other breeds, they are showing capability of producing results through steer and carcass competitions across Australia.

Read how one state is making their mark taking out Championships in the British Breeds section against their counterparts that have moved away from moderate framed cattle as Square Meaters are known to be.

OTS encourages articles for the magazine from breeders and associated people that are keen to pass on knowledge to support the health and happiness of our cattle, two such articles on joining young bulls and the issues of running cattle on fabulous green feed are in this issue.

Working the show scene can be an onerous task in both stud and steer classes, see how some of our

breeders have partnered with schools for preparing and showing their cattle with great outcomes.

New breeders tell us how they found the right cattle by reading about them in a farming magazine while on holidays, then researched them on the way home.

OTS asked a selection of breeders across Australia their views how the breed is progressing; breeders can write their comments to the Editor these may be published on the website at the discretion of the Editor and web manager.

Finally it has been a huge learning curve in a short space of time to bring your magazine to fruition, I thank all who have sent articles, adverts, photos and those who encouraged me in my endeavours.

To my mentor Vanessa at Small Farms your support and prompting to help me to bring the magazine together has resulted in this exciting moment for me – your magazine Outside The Square Magazine, thank you for all the help and support. ■

**The Square Meaters
Association Aust. Ltd**
Phone:
02 4232 3333

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2012 Drop Calves

Premium breed for domestic trade

By Gary Sewell

Square Meaters have been developed and targeted wholly and solely for the premium domestic trade.

In the early 1990's Mr Rick Pisaturo determined that a market existed for a specific type of beef animal specifically a breed that was fast growing, well muscled but very importantly early maturing. By the meticulous selection of older style pre-1970's Grey bulls and females he produced the world's first Square Meaters calves at his Mandalong Stud in 1994.

Customers were constantly asking butchers for younger, tender and

smaller portions of steak. People wanted to be able to visually identify a cut of beef such as a "T" bone or fillet. The customer wanted steaks cut to a traditional thickness but didn't want a large piece of steak. Our eating habits have changed since the birth of the Australian cattle industry. Today's consumer is more health conscious requesting quality, not quantity when purchasing red meat and Square Meaters Cattle cater for today's market demands.

Square Meaters with their medium frame, low birth weights which result in ease of calving, naturally polled, with excellent feed efficiency and early



A typical prime quality Square Meaters steer ready for the trade.

maturity all add up to less inputs in producing a most desirable product for the premium domestic market. They are also a quiet and easy natured animal reducing stress when being handled for both the animal and handler.

Square Meaters breeders have been punching well above their weight when it comes to proving the worth of the breed with excellent results in hoof and hook, carcass competitions and sale yard results in all states across the country.

Some of the most recent results include a 1st place at this years' 2012 Brisbane Royal Show in the Hoof and Hook where the steer is judged on the Hoof and


then on the Hook in the weight section 351-375 kg, and achieving an exceptional Hook score of 91 points. (100 maximum) in a field of twenty-one!

The basis for their judgement when selecting "desirable" carcasses may be summarized into two main groups:

1. Factors affecting yield of saleable meat.
2. Factors affecting their perceived meat quality.

Braidwood Central School campaigned two Square Meaters steers in the Light Domestic Class at the 2012 Royal Canberra Show coming away with 1st and 2nd place in the hoof section and then Champion Lightweight over all scoring

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A quality Square Meaters T-Bone steak showing good colour, marbling and portion size to suit today's customers.

86.5 points on the same criteria as above and in a field of twenty-two!

At the Sydney Royal Easter Show 2012 a Square Meater was placed 1st in the Lightweight School Steer Live judging and went on to win a silver medal for his carcass scoring 85.5 points in a field of seven schools!

These outstanding results and many more like it have been exceptional results considering they are being achieved with only small numbers of Square Meaters entries at these events, one or two in the classes. This manner of promoting the versatility of the Square Meaters cattle across Australia is changing with more breeders seeing the value for participating in Hoof and Hook competitions which is

putting the breed right in the view of butchers and other meat industry traders, so expect to see more competition participation and results featuring Square Meaters!

So if you are a domestic beef producer or someone wishing to start in the beef industry, this All Australian Beef Breed that provides premium quality beef with rapid growth, superior feed conversion and exceptional carcass merit is definitely worth looking into.

You can source more information by visiting www.squaremeaters.com.au and you may be surprised at just how close you could be to someone breeding Square Meaters or the availability of the end product direct from the producer to your plate! ■

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Steer Comps

12mths on - the venture and gain

By Cate Stanton

A successful National Capital show Hoof & Hook campaign in 2012 firmly cemented for Naringi Stud Principal Cate Stanton that steer production complimented by carcass competitions has been a venture that the stud intends to continue.

In 2011 Naringi Stud, located in the Southern Tablelands of NSW, entered their first Hoof & Hook competition preparing two steers with middle of the road results. The experience gain by that effort proved invaluable and a great enthusiasm for this type of competition followed.

As they had learned from their 2011 venture the important aspect in this type of competition is animal selection. The stud was fortunate to have 4 steers of the right age to select from with the final choice being a nice big

scopey steer from one of the stud's foundation cows by home-grown sire Naringi Donovan, a son of Ellendee Sunburn.

An October drop calf this fellow was just the right age and was weaned in late winter at 9 months of age weighing 140kgs. The steers went straight onto supplementary hay feeding as the spring grass had not started to grow. Again we were aiming for the Medium Domestic category 341- 440kgs with a feeding time of 110 days. We had discovered with other steers we had prepared for the local saleyard that giving the steers time to grow and be handled then turned out for a couple of weeks resulted in well finished quite steers. Carcass competitions look at a broad range of specifications with highest marks allocated for P8 (rump) and rib fat; eye muscle area (EMA). Other significant specifications include marbling, meat and



Square Meaters calves at Naringi Square Meaters, showing promise as future show or steer competition animals.

fat colour and overall muscle score. Dressing % is also important as this is an indicator of useable meat yield. Balancing and achieving these with correct feeding plans is an art.

The Canberra steer "Magic" was originally halter broken during weaning and demonstrated a lovely quiet nature. Good for growing on. Final breaking in commenced in October as we prefer to have the fiddling over

before starting the finishing regime to allow the steer to simply concentrate on growing.

On November 1 "Magic" weighed 220kgs. To reach the Medium Domestic mid-point a weight gain of around 1.5kgs a day would be required and the feeding regimen was designed with this in mind. A slow increase in rations is necessary so as to not cause gut problems and regular review is recommended.

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Square Meaters steer Magic exhibited by Naringi Square Meaters achieved top results on Hoof and Hook at Canberra Royal 2012.

The steer was consistently putting on around 10kgs per week

Weight gain in itself does not reflect fat cover and without being able to scan this aspect can only be estimated by visual inspection and palpation. Towards the end of the preparation we were quite happy with the steer visually.

Weighing in at Canberra saw the steer achieve a weight of 442kgs which put him in the Heavy Domestic category. Tipping over into heavy weight worried me a bit as this meant he would be up against Charolais, Murray Greys, Limousins and Angus.

Magic managed a credible 4th place on the Hoof and imagine our delight when the carcass results were presented and he scored 86.5 just 3.5 points behind the winner. The steer gained perfect scores in P8 and rib fat, meat and fat colour and a very credible 4/5 for marbling. Magic at Canberra Royal.

At auction the steer recognised \$2.80 per Kg. Fortunately we knew the

butcher who bought him and were able to appraise the carcass when returned to the shop. We even had a taste test!

Preparing a steer that produced such spectacular results has given the stud a good name and certainly has enabled us to on sell the steers we have raised. So far this season we have sold to new members located in the Southern Highlands as well as to Picton High School who are preparing for the 2013 show.

We have a waiting list for next year's steers.

Being able to demonstrate in such a tangible way that Square Meaters can stand shoulder to shoulder with larger cattle in carcass competitions helps to make our great cattle an attractive option.

As a matter of interest, Square Meaters steers were presented in each of the market categories at Royal Canberra in 2012 with a light weigh steer from Braidwood High School gaining Champion in the light weight category. In all six Square Meaters steers were presented. ■

2013

Misty Meadows



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Don't be robbed by green feed

By Stuart Halliday BVSc

Green feed – that most welcome change from many months of dry or drought conditions can be cause for celebration but it is not always plain sailing. Properties fortunate enough to get under some storms, are transforming from dry to green feed but with that change come some challenges we need to address to ensure we are not robbed of the opportunity presented by this seasonal change. Threats including reduced feed conversion efficiency, diseases and parasites need to be considered.

Feed conversion – the ability of an animal to convert pasture

or grass to meat, milk, progeny or wool is very important in influencing the success of a grazing operation.

The more efficient the animal is, the better its feed conversion ratio. In other words, an efficient feed converter creates more meat for less feed. The onset of green pasture can be a threat to the animal's feed conversion efficiency.

Reductions in weight gain or even weight loss in the early phases of grazing green feed can have a longer term effect. It has been demonstrated that for every day of weight loss, up to an extra three days of grazing can be required to make up for that

loss. This means that animals are grazing extra pasture and taking longer to reach their target weight.

Green feed scours, often seen a few days after the rain, are an obvious sign that all is not right in the rumen of the animal. Green pasture is generally an excellent source of energy and protein but the fibre and nutrient balance required to maintain optimum health and productivity is not always as it should be. Animals which are unable to get the balance of critical nutrients they require from green feed are more likely to eat more feed in an attempt to achieve their potential. In other words, their feed conversion efficiency is reduced. They are also likely to suffer higher rates of bloat, grass tetany and metabolic diseases as well as experiencing hoof and skin problems and reduced fertility.

It is timely to consider the requirements of the animal during this initial green feed phase when the pasture may not contain adequate levels of essential nutrients.

Allowing access to additional fibre helps slow the passage of feed through the rumen and supplementation with a product carefully designed to provide the correct balance of nutrients including carbohydrates, calcium, phosphorous, magnesium, sodium, sulphur, vitamin A, B group vitamins, Vitamin E, cobalt, copper, iodine, manganese, selenium and zinc can help alleviate many of these dietary deficiencies and ensure animals continue to grow and perform to their potential.

There are numerous dietary supplements available on the market for sheep and cattle such as ELMS Green Feed

SAVAGE GARDEN SQUARE MEATERS

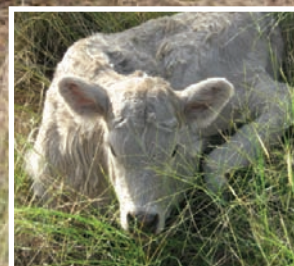
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Supplement Powder Lick, which is a unique formulation designed to help minimise these dietary deficiencies.

Clostridial diseases such as pulpy kidney and black leg are often encountered in the short time after a change in the animal's diet from dry feed to green. Protection from these diseases is provided through a vaccination program with 5 in 1 or 7 in 1 for cattle. Ideally, animals should be given two doses, 4 to 6 weeks apart prior to weaning. An annual booster dose is required to sustain long term immunity.

The nutrient imbalance in green feed can reduce the animal's natural ability to resist parasites at a time when parasite activity is increasing. Worm eggs, which may have been lying dormant in the soil or pasture for many months, will hatch, triggered by the moist green conditions. Larvae

from these eggs will become infective in as little as a few weeks and can cause productivity losses and disease when they are ingested by the grazing animals.

Local veterinary authorities can provide specific recommendations for parasite management programs based on parasite history in the area and worm egg count data collected.

External parasites such as cattle ticks and buffalo flies will also dramatically increase their activity in response to the warm moist conditions.

In summary, while the onset of lush green pasture is a most welcome change from the persistent drought conditions encountered in many areas, managing the animal's nutrient requirements through this phase and ensuring they have adequate protection from disease and parasite burdens



The onset of green pasture can be a threat to feed conversion efficiency and can set back growth and development by several days.

will ensure the productivity losses which can be experienced at this time can be reduced or eliminated. ■

Great Southern Square Meaters Stud



Woolaringa Leane



Vesco Bobby Dazzler

Great Southern Square Meaters Stud Principles Brett and Svetlana are happy to report that Woolaringa Leanne S18 has produced a great little Bull Calf and confirmed pregnant again, she is turning 16 years of age and in great shape and is a great example of longevity of the breed. Vesco Bobby Dazzler's progeny are everything that we would expect from a bull like him and show the growth rates, structure and temperament that is synonymous with the breed. We would like to thank all those that have purchased cattle from us throughout the year and wish all Square Meaters enthusiasts a great 2013.

**For more information, please contact
Brett Harms on TEL: 0403 005 611 or email: brettharms@hotmail.com**

Lifting the breeds profile

By Gary Sewell

Square Meaters have always been able to punch above their weight when it comes to Hoof & Hook Competitions with some outstanding results across the country considering the small number of entries in each event and to a lesser degree in Feeder Competitions which is an event that I feel could interest Breeders who just don't have the time and resources to follow the Show circuit with led cattle.

The requirement for Carcass Feeder Competitions is to have a suitable milk tooth animal entered into the competition on time and a means of transport to the event, so no halter handling or grooming, it's that easy! These Competitions are conducted under Feedlot conditions with the animals on Feedlot rations for a period of 70 to 90 days.

Beef carcasses will be ranked on their overall merit, giving feedback to producers about compliance to market specifications, the yield of saleable meat and the potential eating quality of the meat. All the carcasses are sold through the Competitions and as long as the animal meets specification a good price is assured.

So if you have only one or two animals (Steers or Heifers) that meet the entry specifications this maybe an opportunistic way of

promoting and marketing them instead of through the local sale yard with the associated costs (yard fees & commission).

Many of these events attract good corporate sponsorship and have substantial prize money and prices. There's also excellent media coverage including articles and results published in the print media of rural publications such as The Land and Queensland Country Life.

This style of competition does expose our breed to larger main stream cattle producers who either by entering animals themselves or just studying the results to see which breeds are delivering the higher quality carcasses to meet a particular market. So this exposure does seed the minds of producers who target the local trade with MSA specification animals to look closely at our Square Meaters Breed and seek more information.

Once they do this and see our breed is based on genetics that deliver a saleable product at an early age with ease of calving, natural polling and real doing capabilities, along with outstanding cross breeding characteristics, enquiries and sales for Square Meaters Cattle will increase.

All Square Meaters Breeders have invested time and money into their particular operations and I feel by exposing the breed more through Hoof & Hook Competitions along



Profile carcass cut and carcass (below) of a Square Meaters steer in a Feeder Competition in Queensland.

with the Carcass Feeder Competitions this is a way we can move the profile of the breed forward so breeders can see reasonable returns for their efforts.

If you do decide to take part in a Feeder Competition my advice on preparing your animal is to select an animal that is True to Type and will have good weight gain throughout the Competition.

A point to remember is don't have the animal on heavy feed prior to the competition as normally on entry the animals are started on a hay ration and starter mix and you could have intestinal troubles if the animals have been on full feed. By all means introduce your animal to some grain prior to the Competition so they know what it is and can power away on their arrival.

If you are interested Hoof & Hook Competitions they are conducted at most of the Royal Shows throughout the Country along with many Provincial Centers and Feeder Carcass Competitions are run across the Country as well. A lot of



these events are advertised in rural papers such as the Land and Queensland Country Life, an alternative contact would be your local stock and station agents or cattle Steward's at your local show they will general know what's on in your district. ■



Square Meaters new direction

During 2012 changes occurred in the management of the Square Meaters Cattle Association of Australia necessitating a change in the secretarial and registration of our cattle.

After assessment of two services the Board of Management chose Livestock Business Centre (LBC) in Kiama NSW to become the secretariat for the association. LBC will

manage general Secretarial duties, the Registration, Transfer of cattle and Support to the Board.

LBC was formerly known as the Kiama Stud Registration Centre Limited and began operations in 1970 as the “registering body” for the Illawarra Cattle Society Australia and was asked to carry out work under contract for other societies. Incorporation occurred in 1983 offering

existing client’s co-ownership of the business.

The focus of LBC is to maintain a continuation of first class service to its members and clients.

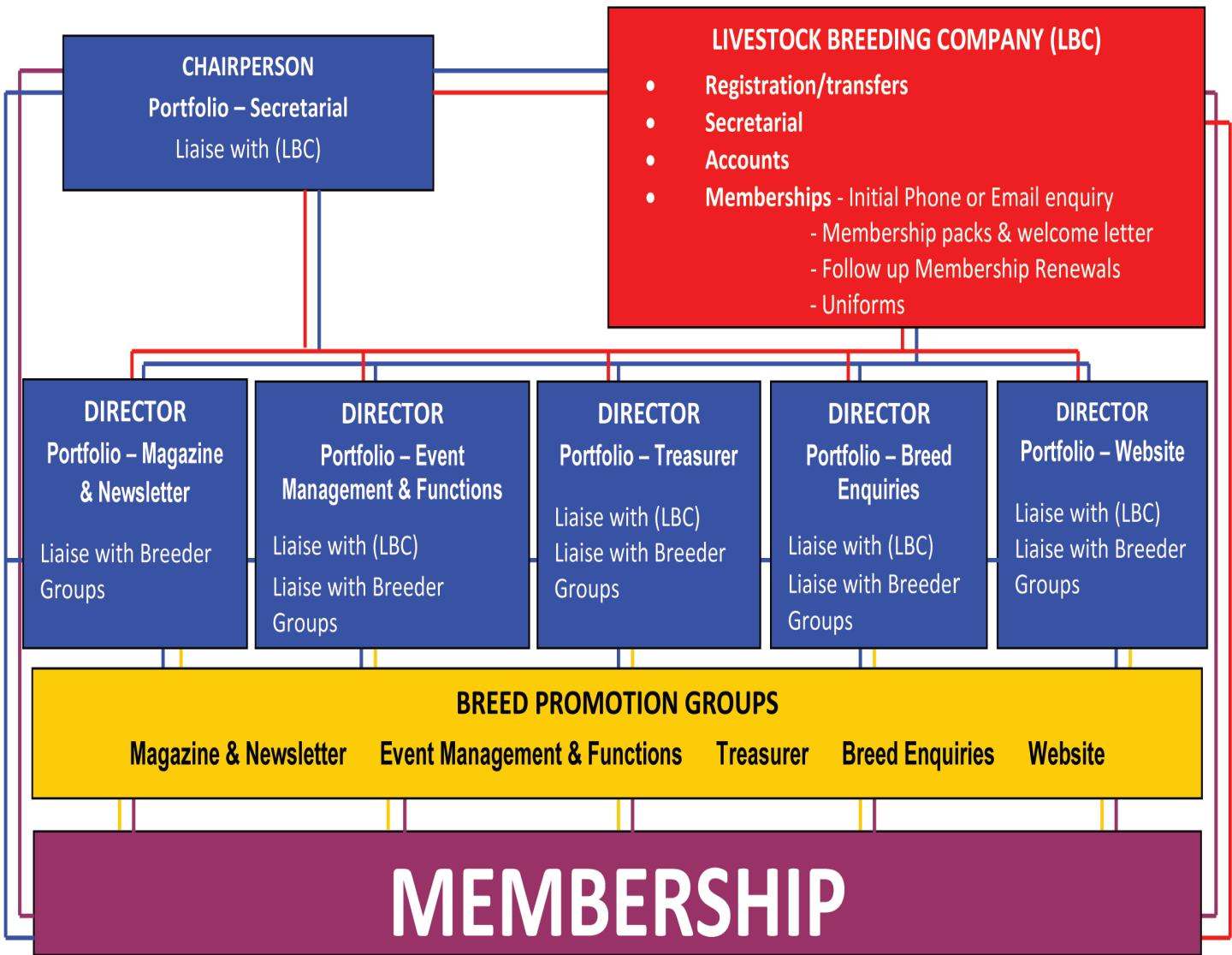
Herd books maintained at LBC are for horses, cattle and pigs.

Square Meaters Members can access basic information from the LBC Square Meaters web pages that are currently under construction, members can also register to obtain a “Log In” access to the Herd Book for reference to all Square Meaters registered cattle which could be a valuable planning tool for

members to use.

Some of the management and promotional roles now becomes the role of the Board of directors with each board member taking on a Portfolio (see diagram below) to manage with liaison and support from Breeders Groups and the membership as a whole.

Members are encouraged to contact their breeder groups and or their directors if they have a query for the portfolios or any other queries. The staff at LBC can be contacted and will answer your query or direct you to the appropriate director portfolio. ■



ADELAIDE 2012



ADELAIDE 2012

*Senior Bull ~ Willows Rest Adonis F1

TOOWOOMBA 2012



TOOWOOMBA 2012

* Senior Bull ~ Gumnut Valley El Tara Loco

BRISBANE 2012



BRISBANE 2012

* Senior Bull ~ Kilayr Finn



ADELAIDE 2012

* Senior Female - Kelkette Leane C669



TOOWOOMBA 2012

Senior Female - Warrill Creek Delight



BRISBANE 2012

* Senior Female ~ Vesco Ever So Nice



ADELAIDE 2012

Junior Female - Rainbow Alison Puddin G1



TOOWOOMBA 2012

Junior Bull- Windi Free Willy



BRISBANE 2012

Junior Female ~Warrill Creek Girlie

PERTH 2012



PERTH 2012

* Senior Female - Meta Park Ezy Brush



TOOWOOMBA 2012

* Junior Female - Vesco Fair and Square

**For all show society
information visit the
following websites:**

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

Outside the Square - Show Champions



CANBERRA 2012



CANBERRA 2012

* Senior Bull ~ Gumnut Valley El Tara Loco



CANBERRA 2012

* Junior Bull ~ Cluskers Fenech



CANBERRA 2012

Senior Female ~ Thurloo Park Nicola's Dream



CANBERRA 2012

Junior Female ~ Thurloo Park Faith

HAWKESBURY 2012



HAWKESBURY 2012

Senior Bull ~ Antill Zorro



HAWKESBURY 2012

Senior Female ~ Naringi Diana F3

NARINGI SQUARE MEATERS



Cate & Graham Stanton
0248342201
0427403978
naringi@wirefree.net.au
"Rosemont"
Rose Vale Rd
Fullerton NSW 2583



Year of success for Rosellinos

By Eric Ross

Rosellinos Stud has again had a very successful year. We exhibited and offered cattle for sale at the Toowoomba RAS Feature Show and Sale, the Brisbane RNA Show and we held our Annual Super Sunday in October.

Toowoomba RAS Square Meaters Feature Show and Sale, Brisbane RNA Show Rosellinos Cattle preformed very well at the Toowoomba Feature Show and Sale. In the Show ring judged by Mrs Erica Halliday from NSW, the Stud won 3 Reserve Champions and 24 Class ribbons and won all groups that included Rosellinos Falcon. Reserve

Champions were, Bull Rosellinos Felix, Junior Heifer Rosellinos Felicity and Calf Rosellinos Gypsy.

At the Auction Rosellinos sold the top priced Bull Rosellinos Felix \$3200, top priced Cow and Calf Rosellinos Ericas Eungella \$2200, Top priced Cow Rosellinos Four Leaf \$2800, Top priced Heifer Rosellinos Feather \$1500 and top priced Steer Rosellinos Fritz \$1000.

Rosellinos purchased Warrill Creek Free B from Beven and Dawn Voight and Kilayr Finn at the Sale. Kilayr Finn who was transported from Western Australia for the Sale by his Breeders Adrian and Ellen Moffat, had been Speciality



Breeders and calves at Rosellinos Stud in Queensland.

Breeds Supreme Champion Bull at the Perth Royal Show 2011, and followed this up with winning Grand Champion Bull at the 2012 Brisbane RNA. Kilayr Finn is a dark grey Bull with a tremendous temperament and is being used over the majority of our herd this year. Rosellinos also won Reserve Champion Female at the Brisbane RNA with Rosellinos Flossy.

Super Square Sunday

Our Annual Super Sunday was held at Rosellinos on the 14th October. It was a huge success with approximately 200 people attending. The day was supported by Beenleigh Farm Suppliers with displays and vouchers for the Guess the weight of the Steer. Highlights were an address by Liam Gill from Logan City Council on a trial demonstration for the eradication of Rats Tail Grass on our property, and an inspection of the Herd.

Music provided by Patti and

a display by the Dallas Line Dancers, a display of paintings and Crafts by Fay Fee, a display by Timothy and Thomas Boland with model Aeroplanes and precision flying acrobats. Guessing the weight of the Steer was another exciting part of the day, then with "Gus" the Steer being raffled along with a dozen other items, mainly donated by generous supporters. A total of \$1340 was raised from the day for the Queensland Branch of the Square Meaters Cattle Assn. A BBQ Lunch was provided and thanks to all who assisted in making the Super Sunday a success.

Rosellinos have had a very successful year with the sale of animals to a number of new members who we wish every success into the future. We are continuing to improve our breeding program with Kilayr Finn being mated over most of the herd this year. ■

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For information on Square Meaters
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or visit the website:

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ROSELLINOS

Rosellinos presents some of their Studs Champions



"Kilayr" Finn

Grand Champion Bull Brisbane RNA 2012
Grand Champion Bull Perth RAS 2011
Specialty Breeds Supreme Champion Bull Perth RAS 2011



"Rosellinos" Felix

Grand Champion Brisbane RNA 2011
Grand Champion Toowoomba RAS 2011
Reserve Champion Toowoomba RAS 2012

Rosellinos breed cattle that are true to type, excellent temperament that are feed efficient that achieve early maturity providing Quality meat for the beef trade



"Rosellinos" Falcon

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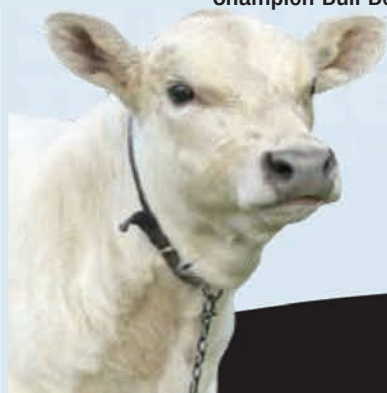


"Rosellinos" Flossy

Reserve Champion Female Brisbane RNA 2012
Dam: Damview Brindabella
Reserve Champion Junior Heifer Brisbane RNA 2007 &
Reserve Champion Cow 2008

Enquiries & Visitors Welcome

Eric & Marlene Ross
1962 Mt Cotton Road, Carbrook, Qld, 4130
Ph 07 3206 6730
Mob 0409 068 222



The benefits of yearling bulls

By Erica Halliday - Ben Nivis Angus

The purchase and use of yearling bulls offers cattlemen at the very least lower bull costs, but much more importantly, significantly higher production and less injury to bulls throughout their working life.

The average bull auction system is full of inefficiencies. Bulls originally evolved to start working at 12-14 months of age and yet most bulls in Australia don't work until they are two year old but are fed during this time and going to auction at big mature weights and are sometimes over-fat. Currently, these inefficiencies are paid for by the bull buyer. This is in the form of:

- higher auction prices
- increased injury due to their heavy mature weight and sexual inexperience
- higher maintenance costs

The benefits of yearling bulls.

- lower purchase price - because they cost less to grow and run.
- more agile and therefore less prone to injury.
- longer average working life
- greater total number of calves
- significantly lower costs

per calf

These factors should put clients in the box seat for an ever challenging beef industry.

Downside of yearling bulls

- They can't be put in group joining situations with older bulls
- They are not as pretty when they come out of the cows

Some Simple Rules

- In their first year join them to no more than 35 cows
- Preferably only join them for a maximum of 6 weeks

From experience we know that after joining, a yearling bull may look downright ugly.

That's because he has been working while still growing, so he will have lower levels of body-fat despite his higher fitness over older bulls. The up side of this is that less stress is placed on his skeleton for life so he will always be more agile and less injury prone.

In the words of Sandy Yeates (reputable cattle producer and educator) "If our beef industry is to make progress, we must purge our minds of the belief that a bull must be fat and well grown to be any good. The value of a bull should be measured by the performance of his offspring



There are some simple guide lines for preparing young bulls for work so they are healthy and happy whilst you enjoy the benefits of purchasing and joining young bulls.

- not what he looks like.

Having said this, I understand that they need to look decent. If you give him a decent paddock, a drench, plus injections of vitamin A,D,E and B12 and don't look at him for a while he will eventually grow out to be a bull to be proud of.

Check list for Yearling Bulls

- Check him serving - they can be very awkward at first, but have steep learning curves!
- Join him individually, or with peers he has been running with of similar age and size.
- Never put him in a multiple join situation with an older bull.
- Ideally join him to heifers or younger cows. Although size rarely seems to be an issue as yearling bulls generally can masterfully reach bigger cows, use

common sense.

- Try to restrict joining to 6-8 weeks, and then spell him for 3 months on good feed.
- Give him a dose of vitamins A, D, E, B12 and Selenium.
- If yearling bulls drop below condition score 2, pull him out. His fertility and in some cases survival may be compromised.
- Just because he is a yearling it doesn't mean he will have smaller calves. This is dependent on management and his genetic make up so refer to your birth weights, as well as nutrition and management to avoid dystocia.

Your yearling bull will eventually grow into a bull to be proud of because of his calves, his contribution to your balance sheet and his dashing good looks! ■

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Busy weeks, hard work pays off

By Julie Thompson, Thurloo Park

The students of the Cootamundra High Show Team have been working tirelessly in the weeks leading up to show season. Every lunch time, before school & after, even in the holidays they have broken in nine cattle, washed, cleaned, fed and taken care of them. Every member in the show team dedicates their time to take part in the group and get further experience in agriculture; it also teaches the students how to handle an animal.

The team competed at the Cootamundra Show and following that the Junee Show; many steps are taken leading up to a show preparing the cattle, washing, trimming, leading and making sure all gear is packed and feed is ready to take to the show. On show day the cattle are loaded and transported to the show, and then the fun starts!

The cattle are taken straight off the truck and into washing bays for a spot wash, then blown dry and fluffed up. There is no sitting around at a show there is always a job to do! On the Friday of the Cootamundra Show 18

students took part in Junior Judging, this year they judged wool, cattle, fruit & vegetables, merino rams and meat sheep then competed in the (cattle) Paraders competition in the afternoon and the best presented cattle.

Five of the students were well placed in the top 6 of their (cattle) Paraders classes with several of them achieving great outcomes in the other areas they were required to judge and the Square Meaters steer 'Big Fella' was 3rd in the Carcass Competition.

The second day started off early at 7am with the students taking part in the Stud cattle divisions all day. Then the following weekend only seven students were able to make it to Junee show, the Students again got in and got the job done. Between leading Stud cattle and (cattle) Paraders the students also had a chance of competing in the Junior Judging during the day.

All of this hard work is done by committed students, but could not have happened without the devoted help of their teachers and support people and the kind loan of cattle



Square Meaters are perfect for school students.


from Square Meaters and other stud breeders in the area for the students to show.

It has been a great experience working with the


Cootamundra High School Show Team and we look forward to a similar partnership at the Royal Canberra and other shows in the future. ■

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For information on Square Meaters contact the Square Meaters Association Aust. Ltd
 Phone: 02 4232 3333
 or visit the website:

www.squaremeaters.com.au

Email: squaremeaters@bigpond.com

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) 4232 3333 or writing to PO Box 189, Kiama, NSW, 2533.

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
-----------------	----------

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

2013

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

Outside the Square 19



Square Meaters Cattle Ass

NSW & ACT MEMBERS LIST:

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Prefix: COLBYN Tattoo: CRA
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Prefix: JAVID Tattoo: JAV
TEL: 02 5310 6118 Email: jenny@architectureraw.com.au

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TIRRANVILLE NSW 2580
Prefix: WOOLARINGA Tattoo: WGA
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Prefix: CLUSKERS Tattoo: CLK
TEL: 02 6227 5420 Email: sumclluskey@bordnet.net.au

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Prefix: MARYVALE Tattoo: MVF
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TEL: 029670 4005 Email: rpisaturo@bigpond.com

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Prefix: AMBER LEA Tattoo: ALR
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Prefix: THURLOO PARK Tattoo: DJT
TEL: 02 6943 2241 Email: thurloo@skymesh.com.au

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Prefix: SILVER GULLY Tattoo: SGE
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Prefix: WESTVIEW Tattoo: LC
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Prefix: WARRIGUL Tattoo: WAR
TEL: 0429 900 814 Email: gwills@xstratacoal.com.au

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Prefix: WOLLONG Tattoo: PBW
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Prefix: WINDI Tattoo: WIN
TEL: 02 6729 4132 Email: windi01@bigpond.com.au

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Prefix: WYNEDEN PARK Tattoo: WYP
TEL: 02 6633 3372 Email: wynedenpark@hotmail.com

YOUTH MEMBER:

ANDERSON BR
YAMBA NSW 2464
TEL: 02 6646 8148
Email: shaneanderson1968@gmail.com

COMMERCIAL MEMBERS:

MR A HOGAN
RYLSTONE NSW 2849
02 6379 1555 Email: allan.hogan@bigpond.com

KERVIN MR G & MRS S
CAMBRIDGE PARK NSW 2747
TEL: 02 4730 1589 Email: greg_kervin@dragnet.com.au

MR G KIBBLEWHITE
MENANGLE NSW 2568
TEL: 02 4636 6284 Email: chimbrook2@bigpond.com

RAE MR M
LIMEBURNERS CREEK NSW 2324
TEL: 02 4997 5846 Email: Fiona.rac@harcoursat.com.au

READING MR L & MRS J
TRUNGLEY HALL NSW 2666
TEL: 02 6973 9495 Email: thereadings@bigpond.com

RIX MRS KM
QUAAMA NSW 2550
TEL: 02 6493 8141 Email: tom.rix@optusnet.com.au

SKENE MR S & MRS L
HELENSBURCH NSW 2508
TEL: 0408 474 250 Email: skeneyace1955@bigpond.com

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TEL/FAX: 02 4821 5852 FARM: 02 4829 5107

QUEENSLAND MEMBERS LIST:

BARRIE MR S & MRS P
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Prefix: SKY-AURA-TEN Tattoo: SAT
TEL: 07 5467 9285 Email: steve@synto.com.au

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Prefix: HIGH COUNTRY Tattoo: HCS
TEL: 07 4956 4572 Email: cal_Callahan@bigpond.com

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Prefix: BILLABONG PARK Tattoo: XRZ
TEL: 07 3206 8690 Email: rexcapner@westnet.com.au

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TEL: 07 4091 2147 Email: windwhistle2@bigpond.com

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Prefix: DAKABIN Tattoo: XDH
TEL: 07 3491 5444 Email: flest4@eq.edu

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TEL: 07 4168 3997 Email: sandrafarrawell@bigpond.com

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TEL: 07 4939 4946 Email: johngall2@bigpond.com

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TEL: 07 4698 1520 Email: julie.gotz@bigpond.com

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TEL: 0407 767 151 Email: aussienew@skymesh.com.au

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Prefix: CHIPILLO Tattoo: CHP
TEL: 07 4642 2744 Email: chippillo100@hotmail.com

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TULLEGALLA QLD 4340

LENZ MS J
WESTWOOD QLD 4702
Prefix: TOPHAT Tattoo: THS
TEL: 0401170564 Email: jodielenz@yahoo.com.au

LENZ MR M & MRS S
WESTWOOD QLD 4702
Prefix: WY-KNOT Tattoo: WYK
TEL: 07 4934 7566 Email: wy_knot@internode.on.net

McCAUL MR BA & MS JL REID
HAUSMANN LANE
UPPER CABOOLTURE QLD 4510
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TEL: 07 5496 7069 Email: figtreefarm1@bigpond.com

NELL J
ROCHEDALE QLD 4123
Prefix: AVINEEMER Tattoo: VS7
TEL: 07 3219 8432 Email: neen@bigpond.net.au

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Prefix: PAROOTH Tattoo: ZL7
TEL: 07 4193 9610 Email: rosemel6@bigpond.net.au

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TEL: 07 3349 1154

ROSS MR ED & MRS MJ
LOGANHOLME DC 4129
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COMMERCIAL MEMBERS:

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TEL: 07 4691 2290 Email: balandadale@optusnet.com.au

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CUDGEE VIC 3265
Prefix: GLENGARRIFF Tattoo: GTW
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COMMERCIAL MEMBERS

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LANCEFIELD VIC 3435
TEL: 03 5429 1337 Email: akurafarm@hotmail.com

TAMPLIN MR GA & MRS CJ
MORRISONS VIC 3216
TEL: 0418 521948 Email: geoff@fcwalker.com.au

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TEL: 08 9731 6306 Email: arajcarr@wn.com.au

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Prefix: DO DROP IN Tattoo: DDI
TEL: 08 9576 2221



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TEL: 08 9761 2272 Email: jimrenard@harboursat.com.au

KINKELLA R & HARRIS G
EATON WA 6232
Prefix: MOODY MEADOWS Tattoo: 2MM
MOB: 0417 839079 Email:
stumpy1172@hotmail.com

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Prefix: MALOLO Tattoo: T2V
TEL: 08 9731 5187 Email:
tonyandjulie@hotmail.com

WILCOCK MR D & MRS E
NOGGERUP WA 6225
Prefix: PRESTN RISE Tattoo: EDW
TEL: 0417 326698 Email: erindoug1@westnet.com.au

COMMERCIAL MEMBERS:

MR DJ AUGUSTE
BULLSBROOK WA 6084
TEL: 08 9571 8153 Email: chevyd2@hotmail.com

BROWN MS A
GELORUP WA 6230
Prefix: STANSFIELD Tattoo: SFK
TEL: 08 9795 7698 Email: colinandamanda@bigpond.com

COOK MR D & MRS J
DANDARAGAN WA 6507
TEL: 08 9651 4022 Email: noondel@comswest.net.au

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GLENCOE SA 5291
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Prefix: MALLEE RISE Tattoo: MR5
MOB: 0408 821330 Email: patchwork.julie@gmail.com

PALK MRS K
SPRINGTON SA 5235
Prefix: WILLOW REST Tattoo: WR1
TEL: 08 8564 1393 Email: willowrest@bigpond.com.au

PROKOPEC MRS R
SPRINGTON SA 5235
Prefix: RAINBOW VALLEY Tattoo: RAP
TEL: 08 8568 2030
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TASMANIA MEMBERS LIST:

MR M & MRS F SCHROETER
WATTLE HILL TAS7172
Prefix: POONYAHRA Tattoo: FKM
TEL: 0428 653106

USA MEMBERS LIST::

VACA ROJA RANCH
COLORADO 81137
Prefix: VACA ROJA Tattoo: VRR
TEL: (970) 259 0138 Email: vacaroranch@gmail.com

MR R WISCHOVER
BEDFORD IA 50833 USA
Prefix: WINDSEPT FARM Tattoo: WSF
Tel: 712-438-0126 Email: rwischov@uiuc.edu

For membership enquiries
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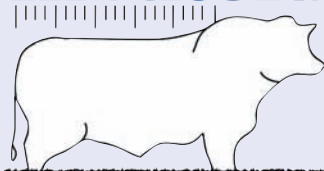


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Partnering adds extra dimension

*By Jenny and Wayne Petrie,
Javid Square Meaters Stud,
Orange NSW*

Having a partnership with a school has proven to be a great advantage for our stud Javid.

Javid stud is now just over a year old with our first cattle arriving on the farm in September 2011 and since that time we have had a heifer successfully shown at the Dubbo all breeds heifer show and the Molong Show with a steer entered in the Upper Hunter Beef Bonanza hoof and hook competition.

None of these activities would have been possible without the willing and very able support of the

Agricultural Staff at the Catholic High School in Orange and St Johns College, Dubbo.

Following the commencement of our stud in 2011, it was through the advice of other stud breeders and first hand observations from a number of shows we attended that we actively sort a school partnership.

Entering into discussions with our local farm supplies dealer we were introduced to the Catholic High School in Orange's agricultural section leader and fortunately for us the teacher in charge of the cattle team was familiar with our Square Meaters breed and knew the benefits

they would bring to the members of their cattle show team.

The medium frame and the very quiet temperament were the key attributes which made the Square Meaters ideal for the younger and new members to the show team. Following the leaders inspection of our cattle we settled on starting our partnership by showing our first heifer born Javid Gemma Rosie who was halter broken but not leading by the time she went to the school.

A few weeks after the heifer had been at the school we were invited to come and see her work with the members of the cattle team. On that day we had a number of pleasant surprises. First of all our heifer had settled in and looked in great condition, we met her handler, Elsa a year eight student who had

formed a great relationship with the heifer and showed her leading with skill and confidence.

This positive relationship continued at the Dubbo all breeds heifer show where Javid Gemma Rosie was placed 5th in her age class and Elsa went on to secure second place in the Paraders Competition.

At the Molong Show the parading duties were transferred to Reilly with Elsa taking on a mentoring and support role. Javid Gemma Rosie won her class and Reilly won the Novice Paraders Competition both he and the heifer drew positive comments from the judge.

The steer hoof and hook competition at Scone presented an entirely new set of parameters but given that we are first and foremost in the business of producing quality meat we viewed this competition as



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an important contributor to expanding knowledge of the Square Meaters breed and promotion of the quality beef they produce.

St Johns College under the guidance of an agricultural teacher have an enviable reputation in carcass competitions so we were keen to see how our steer would progress with the schools preparation.

Again we were impressed with the knowledge and qualities of the three students Clare, Amber and Maddy given the duties of preparing and training the steer for the competition. Clare provided us with weekly updates on the steer's progress he left the farm weighing 345kgs and weighed in at the competition at a neat 500kgs. Not bad for a 14 month old animal, his weight gain was significantly aided by his very quiet temperament.

The Steer was placed second in his class on the Hoof and achieved a score of 80.42 on the Hook whilst he was unplaced here his score was in the top portion of the middle weight class which gave credit to the Square Meaters breed. We were very happy with the results achieved.

Working with the schools has yielded many benefits for us and we thank the dedicated teachers and students who have all

shown great enthusiasm. Education must surely be the winner when this enthusiasm is combined with hands on practical experience, dedicated teaching and knowledge, to prepare animals for open competitions against the best of the best.

We have gained a lot of knowledge very quickly and have been able to promote the qualities of the breed, while the schools have gained positive first hand experience with Square Meaters. Their medium frame has been beneficial particularly to the younger cattle team members. The quite temperament of both the heifer and steer made training and handling them very manageable. All the students involved with our cattle enjoyed the experience and formed a strong bond with the animals.

Working with the schools has been a very positive experience and we have gained considerably more knowledge and have enjoyed our association with the young dedicated students who demonstrate a passionate sensitivity for cattle and gaining valuable experience and knowledge of the beef industry.

We appreciate the partnership and look forward to expanding it into the future. ■



Clare showing Javid Gunmetal at the Upper Hunter Beef Bonanza in November 2012.




Elsa with Javid Gemma Rosie at Dubbo All Breeds Heifer Show.



Riley with Javid Gemma Rosie at the Molong Show.

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Breeders views around Australia

OTS wanted to hear what breeders have to say about the progress and moving forward of the Square Meaters breed and to hear their views of being 'true to type'. Quick responses have meant not all interviews could be printed, watch the Website for more say on these issues.



Roelf and Glennister De Koning of Argio Park Square Meaters made the change from breeding quality Lowlines to the more accepted Square Meaters cattle in early 2008; they have 20 breeders and are situated near Mt Gambier in the south east corner of South Australia.

OTS: Why did you start Breeding Square Meaters?

We first saw Square Meaters at the Canberra Royal 'Square Meaters Feature Show' in 2004, while we were showing Lowlines. We were very impressed with the type so in early 2007 we decided that if we didn't get some (Square Meaters) to start a breeding program we would never know how good they could be.

OTS: What is it about the performance of your Square Meaters cattle that has most impressed you?

Being a slightly larger frame score than our Lowlines, we find Square Meaters are much more accepted by the beef industry. We are still working towards breeding a more efficient animal, where the end product result is greater than inputs returning a good profit.

OTS: What are your thoughts of how the Breed has progressed since its inception?

The carcass competitions seem to be doing well as a promotional tool. Although we would like to see the breeding cattle as good as we saw in 2004.

OTS: Do you think the Breed is staying with the true to type Square Meaters?

Not completely, some bloodlines seem to be getting to big and too slow to reach maturity. There seems to be a great variation in efficiency.

OTS: What would be your suggestion on moving the Square Meaters Breed forward?

Square Meaters doing well in carcass competitions is a plus. But (we must) not lose sight of good breeding qualities such as type, structure, milk ability, fertility, docility and efficiency. Whenever viewed by the public, a good representation of the breed should be well presented. Always be prepared to cull sub-standard animals. ■



Jo Van Elten of Prenzlau in the Lockyer Valley south east QLD started breeding cattle with an eye to her retirement and quickly moved from a mixed type and then onto Murray Greys to registering her traditional Murray Greys with the Square Meaters Cattle Association in 1997, Jo runs a herd of 15 registered females on 45 acres, she enters

in both show and steer competitions and culls for temperament and quality.

OTS: Why did you start breeding Square Meaters?

My original cattle were from liquorice all sorts to the modern and traditional Murray Greys, when times got tough the modern Murray Greys ate the profit and the traditional Murray Greys survived well and therefore made money. The "modern" Murray Greys were sold on and the "original" – traditional" type met the criteria of the newly emerging Square Meaters Breed so they were transferred to the Square Meaters Cattle Association of Australia.

OTS: What is it about the performance of your Square Meaters cattle that has most impressed you?

The fact that they (Square Meaters) do really well on my country and produce a product that is in demand which makes me money. In the last year of breeding Murray Greys we pulled 70 % of the calves; the Square Meaters have needed very minimal calving assistance, calving ease & temperament is of paramount importance to me. Also, I have seen the ability of a Square Meaters bull to even out the progeny of a herd of mixed cattle thus giving a very saleable line.

OTS: What are your thoughts of how the Breed has progressed since its inception?

It has not moved as well as I would have liked it to. A lot of importance has been placed on showing stud cattle that has not really progressed the breed in the commercial beef capacity.

OTS: Do you think the Breed is staying with the true to type Square Meaters?

In some cases "true to type" has gone off track as some breeders have not grasped true type specifications, and there is evidence of muscle loss and early maturing patterns.

OTS: What would be your

suggestion on moving the Square Meaters Breed forward?

To focus on what Square Meaters cattle are and what they can do, such as – even out a herd, give a finished carcass as a yearling with minimal supplement, take off horns, improve temperament which improves the finishing ability. We need to increase participation in Hoof & Hook and feeder competitions, show what they are capable of and put the breed in beef breeders faces. ■



Maureen and Vince Giglia started their beef cattle breeding with traditional Murray Greys in Byford just south of Perth and registered these traditional greys as Square Meaters in 1997 shortly after the inception of the Square Meaters breed and have consistently run a herd of around 20 registered breeders and contributed to newly forming studs in WA. In 2008 we relocated with our daughter and her husband to Bridgetown in the south west of WA.

OTS: Why did you start Breeding Square Meaters?

We bred traditional Murray Greys since 1976 and then with the trend to increase the Murray Grey size in the late 80's we stayed traditional and then chose to register them with SMCAA in 1997.

OTS: What is it about the performance of your Square Meaters cattle that has most impressed you?

We see them as the quiet all round achievers for which we get a terrific mileage out of.

OTS: *What are your thoughts of how the Breed has progressed since its inception?*

We are happy with the progress of the breed in WA.

OTS: *Do you think the Breed is staying with the true to type Square Meaters?*

No, not all cattle in the breed are true to type Square Meaters, the true structure and traits such as muscle definition seems to be less in today's Square Meaters.

OTS: *What would be your suggestion on moving the Square Meaters Breed forward?*

We continue to feel that the traditional Murray Grey pre-80's semen would add depth to the gene pool and herd book. ■



Margaret Bohm of Kelkette Square Meaters is a breeder of many years with successes in the Show Ring and major Steer competitions. Margaret manages her 85 breeder herd plus replacement heifers in North East Victoria she is also a well-known breeder of top quality Arabian horses.

OTS: *Why did you start breeding Square Meaters?*

My original cattle were traditional Murray Greys suiting the Square Meaters criteria to take the Square Meaters forward.

OTS: *What is it about the performance of your Square Meaters cattle that has most impressed you?*

I like the consistency in temperament, growth, muscling and overall quality. Their do-ability to convert feed into growth & muscle quickly developing their natural muscle formation resulting in quality

beef that is a natural finisher in a natural environment.

OTS: *What are your thoughts of how the Breed has progressed since its inception?*

Well, I've seen many top quality cattle but sadly there are some which are definitely not bred to the breed standard.

OTS: *What are your thoughts of how the Breed has progressed since its inception?*

Yes and No this depends on the knowledge and experience of the breeder to understand cattle breeding in general and Square Meaters criteria specifically which is knowledge lacking.

OTS: *What would be your suggestion on moving the Square Meaters Breed forward?*

I think the cattle have to be broadly shown and exhibited. Not just in a show sense but at agricultural events of all kinds such as, field days, agricultural exhibitions. ■



John Gall and his partner Kerry live on 120 acres in Central Queensland halfway between Rockhampton and Yeppoon they have been breeding Square Meaters cattle for 3 years and run 11 registered cows and run 14 commercial cows Brahman & Brangus cows joined to Square Meaters bulls all with very impressive calves and they look forward to the end result of these calves

OTS: *Why did you start Breeding Square Meaters?*

My brother in law in Caboolture had Square Meaters and I liked the nature of the cattle plus he had no problems with calving.

OTS: *What is it about the performance of your Square*

Meaters cattle that has most impressed you?

We are impressed with the easy going nature, problem free calving, easy to handle, high fertility and the growth rate of the Square Meaters calves.

OTS: *What are your thoughts of how the Breed has progressed since its inception?*

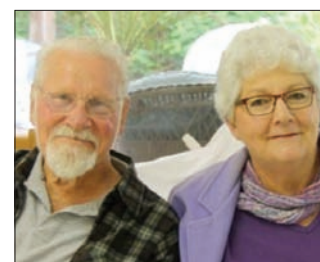
Being relatively new to the industry we do have concerns that the gene pool is rather limited.

OTS: *Do you think the Breed is staying with the true to type Square Meaters?*

In some cases we would say not, we believe in the Square Meaters type being moderate framed early maturing animals with the traits mentioned above.

OTS: *What would be your suggestion on moving the Square Meaters Breed forward?*

Promotion is an area of concern due to our isolation and distance to areas such as the SE QLD where there are greater numbers of breeders and the QLD breeders group. The name of the breed may be a setback and as they have been referred to as "those little square things!" Promoting locally is difficult with limited Square Meaters numbers in this area at events especially when there is keen interest and cattlemen want to see some of the end product at events. ■



Tony and Julie Vander Loop of Malolo Square Meaters started breeding Square Meaters cattle in 1999 at Boyanup in the south west of WA on their small property as a retirement hobby. With tony now 86 and with joints seizing up they

now have 8 females but they have run larger numbers at home and on lease properties around their area with many studs springing from Malolo stock in WA.

OTS: *Why did you start breeding Square Meaters?*

By chance and opportunity; I had just sold my larger farm and dispersed my Simmental Stud and had decided to retire again at 73. By chance I heard about Square Meaters in 1999 and decided a few SM females was what I could handle on my 35 acres.

OTS: *What is it about the performance of your Square Meaters cattle that has most impressed you?*

A number of things; their quiet temperament, ease of calving and do-ability; they are always in good condition; the meat quality is superior; they always look top quality when buyers come and several new studs have sprung from these clearly evident qualities.

OTS: *What are your thoughts of how the Breed has progressed since its inception?*

We feel that the breed has gone from strength to strength it has made huge progress, although when we weigh up the breed's qualities we wonder why it hasn't gone further.

OTS: *Do you think the Breed is staying with the true to type Square Meaters?*

Yes I do, but I have little close knowledge of breeding in the Eastern States, the calves I get from Eastern sire semen are very good quality.

OTS: *What would be your suggestion on moving the Square Meaters Breed forward?*

I believe we should identify our cattle as the TRUE Murray Grey (traditional) and prove it, very few people know that. The "modern Murray Grey" is a hybrid and people should be made aware of it, the present Murray Grey breeders can't raise an argument for this fact ■.

Consistency in the show ring

By Robin Prokopec, Rainbow Valley, SA.

Rainbow Valley, located on the edge of the famous Barossa Valley in South Australia, has once again had a very successful year.

In South Australia only the Royal Adelaide and Mt Gambier shows provide Square Meaters classes. At all other shows we competed in the British Breeds section, where we were very rarely unplaced and this year took out a number of championships.

Square Meaters had their most successful year ever in the Interbreed Grand Champion Pairs at Royal Adelaide show finishing

equal seventh with Charolais and Red Angus, out of eighteen breeds.

All four SA studs competed at the Mount Gambier Show which is the second biggest show in SA and is a very big cattle area, the exhibits are of a very high standard and competition in the Interbreed classes is tough.

With the Square Meaters classes keenly contested Rainbow Valley Alison Puddin G1 was Junior Champion Female, Kelkette Leane C669 with calf Rainbow Valley Kennet H6 was Senior and Grand Champion Female with Rainbow Valley's Argio Park Ultimo E3 taking out

Senior and Grand Champion Bull.

We were particularly thrilled when Argio Park Ultimo went on to be judged Reserve Champion Bull (All Breeds) of the Mount Gambier show, only beaten by the bull which was ultimately the Supreme Champion.

At Mount Gambier Argio Park Ultimo was entered in a class for a 'Bull Suitable for Siring Vealers' this was a very large class of sixteen exhibits. He was one of six taken up to the front line where the judge then apologized for not placing him in the top three placing's commenting that he "had to go with the bigger breeds as they would make more dollars per hectare".

There was an excellent article in 'Outside the Square 2010' regarding this very topic which I always include in our stud brochure handouts. It originated from the Stock and Land written by Sheena Coffey about a prominent American Cattleman Lee Leachman of Colorado, this article shows statistics to prove that it is the medium frame animal which actually provides more dollars per hectare. The USA trend is now moving back to more moderately framed cattle and I guess that as in most

things Australia will eventually follow the lead of the USA where the Square Meaters breed should then be in a wonderful position when they do.

Another misconception we come across is that Square Meaters are a miniature breed of cattle and contrary to that we like to exhibit a fully mature cow (Leanne is over 600kgs) and bull (Ultimo is over 700kgs) so that it is obvious that this just isn't so. Likewise, entering into and being competitive in the British Breeds and Interbreed classes against the big breeds, can only be of benefit and the successes of the Square Meaters breed in these classes has made a lot of people sit up and take notice.

Gawler is the start of the main show season in August where Rainbow Valley Alison Puddin G1 took out Junior and Grand Champion British Breeds Female, and Kelkette Leane C669 was Senior Champion of the British Breeds.

Strathalbyn Show was a first for the new Mallee Rise stud exhibiting and winning their first blue ribbon. All four South Australian studs were represented and we had a great time sitting around a fire the night before




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judging; the calm before the storm.

The set up at Strathalbyn Show is excellent for presenting cattle to the public as everyone who attends passes by and sees the cattle at some stage of the day. Again competing in the British Breeds Kelkette Leane was Reserve Champion British Breeds Female and Rainbow Valley Kennet was 2nd in his Interbreed class for calves under 9mths at just 8wks old, then 2nd and 3rd placing in the Interbreed group classes.

At Port Elliot Show Rainbow Valley's Argio Park Ultimo again came up trumps being Champion British Breeds Bull, while Leane went 2nd to the Grand Champion Simmental exhibit from the Royal Melbourne Show. Leane's calf nine week old Rainbow Valley Kennet was beaten in his Interbreed class for calves 9mths and under by the calf of the Simmental cow, the judge couldn't speak more highly of our cattle throughout the day. Again there were 2nd and 3rd placings in the Interbreed group classes. Rainbow Valley has come a long way in four and a half years and we have enjoyed exhibiting Square Meaters very much. It has been a very steep learning curve but most enjoyable and

rewarding. We have met some wonderful people along the way whilst learning to conditioning the cattle for the show ring, clipping, breaking in and parading have all presented different challenges.

However, it is very satisfying and a real thrill when you are able to present animals in top condition, which behave as you ask of them in the ring. Ken and I would both encourage anyone thinking of showing cattle to jump in there and 'give it a go'. You'll be surprised at just how well you can do and at just how many people out there including many from different breeds who are willing to help.

For anyone contemplating having cattle for the first time we believe Square Meaters are ideal and we have never regretted our choice. They are beautiful to handle and are so responsive and quick to learn when broken in, we also continue to have no calving problems. We have found that for most people a good temperament and ease of calving is of paramount importance to them and everything else the Square Meaters has to offer is seen as an added bonus.

Bulls we have sold to commercial breeders have reported no calving



Prokopec Argio Park Ultimo Reserve Champion Bull at Mt Gambier Show 2012.

problems with all calves being born in a very short period of time showing strong bull vigor. Calves born to cross-bred and other breed mothers are showing strong Square Meaters characteristics and their owners are extremely happy with these calves.

Good temperament and ease of calving is therefore of paramount importance to our stud, Ken and I are both excited with the promise of next year when Ultimo's progeny will be of age to exhibit and we eagerly await the birth of the first Ultimo/Leane calf. ■

Victorian Breeders Group

All enquiries and new members are welcome



Healthy, happy Square Meaters for sale!

We have 8 beautiful yearling heifers for sale at Maryvale Farm in the Yarralong Valley, (central coast NSW).

Another 8 two-year-old heifers in calf to our stud bull, Maryvale Hoss would be an excellent buy.

And one or two pregnant cows with calves at foot. We love all of our cows but are running out of room!



**Ph: (02) 4356 1081 to speak to David Smith for more information.
Or email Leanne Wilson at wilsonl@bigpond.net.au**

Media helps our breed grow

By Collette and Ian
Garnham, Collian Square
Meaters

As new members of the Square Meaters Cattle Association our introduction to the breed and the people involved with Square Meaters has been nothing short of amazing.

Whilst holidaying on an extended holiday, realising that once we got started into breeding and managing cattle we would no longer be able to take long extended holidays, so we took 6 months out to spend time up in the Kimberley's and then taking out the

time travelling back home to Tenterfield.

Whilst looking at magazines to read, we purchased a Small Farms magazine which described the Square Meaters breed and both Ian and I realised that the breed we wanted to purchase and work with was the Square Meaters from the information we had read about them.

At this time of our travels we were coming through South Australia and into Victoria, where we organised some visits to farms where people were breeding Square Meaters that had a similar climate to Tenterfield.

We can speak highly of the welcome and assistance we had when meeting with the various breeders who were exceptional in giving of their time and experience to encourage and assist us to come to the conclusion that Square Meaters were the most beneficial breed for our requirements of running a cattle stud.

We then travelled through the ACT and then NSW speaking with more breeders of Square Meaters who again were extremely helpful to answer all of the questions we had of the breed.

We eventually arrived home in August and immediately took time to meet with Square Meaters breeders in the South East Queensland area and to purchase our initial Square Meaters. We purchased a bull, 4 cows and a calf, 2 heifers and then went on to purchase an additional 5 cows and calves and another 2 heifers.

Now with our foundation Square Meaters, we are well on our way to spread the word of this wonderful breed and to welcome and support new breeders of Square Meaters to enjoy the welcome, encouragement and assistance we have had when taking on a new

project.

The welcome that we have also received from the Queensland Breeders Group has been nothing short of amazing and encouraging to enjoy with like minded people's successes and assistance with any questions that we have as new members of this wonderful association.

Editors Note:

It is a pleasure to hear from Collette and Ian on how they learned about the Square Meaters breed through reading the Small Farms magazine and then putting in place visits whilst they were travelling back to their home from the Kimberley's via South Australia and back home to Queensland what a marvellous journey.

From this story we know that promotion in all media sources is being researched by prospective Square Meaters breeders also the encouragement and assistance from breeders and breed groups they contacted shines through in this story. Congratulations to Ian and Collette of Collian Square Meaters and all those involved in supporting their journey into breeding Square Meaters there must be more journeys like this one out there. ■



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