

# Outside the Square

*With Compliments*

**2016**

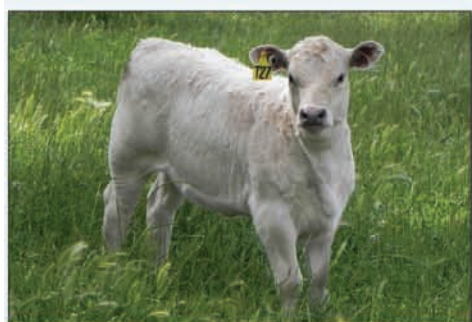
A publication produced by The Square Meaters Cattle Association of Australia Ltd



**20th Anniversary Feature Breed at the Canberra Royal Show 2016**

***Square Meaters Cattle - "No Ifs, Just Butts"***





**Kelkette Puddin G55**

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# Editor: Youth, vision for future

By Ellen Moffat

Excitement plus with the lead-up and culmination of the 20th Anniversary Feature Breed Show at Canberra in February 2016, what a great turnout of Square Meaters cattle, stud, steers and breeders from QLD, NSW, ACT, WA and visitors from Vic and SA.

A 'lightbulb' moment for the NSW BPG and parents of students resulted in supporting a charity in the lead-up to Canberra hence Max the Melanoma Steer was selected and nurtured at St Johns College, with plenty of media buzz before going to auction.

Square Meaters steaks seem to be sizzling at a renowned restaurant in Sydney who has found the taste and style to their liking and want more.

Sponsorship in the sports and other arenas can be a different way to spread the word about the product you produce.

Do Square Meaters stack up against other breeds for

profit at the end of the day and in the cattle world the question of "does size matter"? There is merit in these thoughts, by different authors, both leading towards a moderate framed cow being very cost effective and productive in the domestic market.

Youth are the future of our breed, increasing in youth members numbers and they are speaking out about the easy handling nature of the cattle which puts them in demand with youth activities in the cattle world.

Find out the intricacies of nutrition required by a cow giving birth and why certain minerals and fodder can support the cow's ability and stamina to deliver a healthy calf and healthy cow before, during and after calving?

There are matriarchs in every ones herds where longevity with fertility is a value that breeders seek and that is surely demonstrated in the Square Meaters herds both in cows and bulls being physically capable of reproduction for many years. ■

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## Argio Park

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# Chairman's report: 20 years of Squares



By Cate Stanton

**It is with great pride I take the opportunity to write this my first report for OTS at the start of our Anniversary year.**

The Association continues to maintain an even keel in 2015 and we welcomed 13 new members, 5 full, 7 Youth & 1 School. The current membership stands at 108 financial members. 301 Square Meaters cattle were registered during 2015, an overall increase from 2014 of 2%, there were 202 registration upgrades and 150 animals had ownership transferred.

A pleasing number of 11,235 Square Meaters cattle are registered on our Herd Book.

The finalisation of criteria for the inclusion of Youth as a separate membership classification was determined and it is

pleasing to see that this was an area of impressive growth in 2015.

The development of a Summer Show uniform has progressed with a suitable shirt sourced and supply is now available from Action Graphics the supplier of our vests.

Square Meaters cattle continue to shine in the show scene holding their own against other British breeds at shows where there have been no specific Square Meaters classes for example Sydney Royal 2015.

Square Meaters steers have punched above their weight at major shows nationally demonstrating the breed's ability to stand shoulder to shoulder with the "big" boys. We are grateful to Rick Pisaturo for his ongoing support of Hoof & Hook competitions as it is my belief that this support provides added incentive for breeders to continue to enter these competitions. Make no mistake showing, either at stud level or in steer competitions is an expensive and time consuming exercise requiring dedication from those breeders who choose to pursue these disciplines of breeding cattle.

There has been a presence at field days and Stud open days. This is an ideal way of showcasing our great breed in a more relaxed environment particularly for our "non-showing" members. I am confident that this avenue of promoting Square Meaters has an invaluable impact on the breeds growth within the beef industry. Feedback indicates there continues to be much interest in the breed from a variety of potential buyers.

As we enter our 20th year we must acknowledge the great work undertaken by the NSW Breed Promotion Group who organised the very successful Feature Breed show at Canberra. Little did I know my conversation with the Canberra Show Cattle Committee in 2013 would result in such a resounding success. Congratulations to all for putting on such a fantastic display, to have over 60 animals from 17 studs, 4 states and territories is simply astounding.

We need to thank the generosity of the sponsors who have supported the Square Meaters Feature Breed in 2016 and with whose support have made the show a great success.

We farewelled two of our Board members in 2015 and wish them well, Gary Sewell, who has been a stalwart of the breed for so many years and Chairperson since 2014

stood down in October to pursue his business interests including a successful paddock to plate enterprise. Jo Dawson, who stood down after 18 months on the board to concentrate on their new property in the NSW area of Boorowa.

In mid-2015 Glenn Joy of Highbury Square Meaters Stud in Victoria died in an accident. Glenn and his wife Emma have been strong supporters of the breed for many years. We wish Emma well with her decision to continue with the Highbury Stud.

More recent was the loss of our Website guru Jeff Bultitude from Devine Branding. Jeff supported the Association's website for many years and passed away unexpectedly in January. I worked closely with Jeff and will personally miss his support and mentoring.

More uncertain Autumn and Winter conditions see our farming country continue in drought conditions, with little promise of respite in the near future. One positive we can take from our cattle is their ability to hold on and bounce back in condition once the season improves.

Moving into our 20th year we can see that the Breed has come a long way, the future can be just as positive if we all work together to consolidate Square Meaters as a breed of relevance within the domestic beef industry. ■

## Cover Photograph:

Grand champion bull Preston Rise Kaos won supreme Square Meaters exhibit at the SMCAA 20th anniversary feature breed held at the Canberra Royal 2016. Thrilled breeders of Kaos, Erin and Doug Wilcock from Noggerup in Western Australia are all smiles.





# Squares are a hit in restaurants

By Su McCluskey

A 3 year old heifer, bred by the Cluskers Stud and raised by the Weethalle Stud has featured on the menu at the iconic Rockpool Bar and Grill in Sydney, with the chef noting the superb marbling of the meat. And they want more!

The heifer was bred by Su and Bob McCluskey from the Cluskers Stud at Yass and was sired by a bull from Cluskers Upbeat. The McCluskey's sold the heifer as a commercial weaner to Jo Dawson and Brad Perry from the Weethalle Stud, who purchased her along with a number of stud heifers, to breed from. However, for some reason, she did not get into calf and while all the other heifers went on to deliver a fine batch of calves, this heifer just got fat.

With the prices doing so well, Jo and Brad decided to sell her for meat and figured she would more than provide a good return given her weight. But fate intervened and before they could send her to the yards,

they were contacted by the chef at Rockpool restaurant who had purchased one of the Weethalle steers at the Sydney Royal Show earlier in the year.

The head chef at Rockpool is Corey Costello and he had been pleasantly surprised that the 14 month steer he had bought would have so much flavour and finish. He was keen to try an older animal, so Jo and Brad offered him the 3 ½ year old heifer who they felt would eat very soft, as she had been only grass fed and not specially finished, underpinning the purpose of the breed. So the Cluskers heifer was sent to the big smoke.

The Rockpool chefs were blown away with the quality of the product and were very surprised and amazed by the taste. She marbled superbly, and the feedback on taste was brilliant. Getting Square Meaters the attention of the top chefs in the country is a great coup and given that Rockpool want more, Weethalle and Cluskers are now looking at how they can meet this demand. ■



Corey Costello, head chef at Rockpool restaurant, is blown away with the quality of Square Meaters beef.

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# Popular with the young handlers

By Maureen Giglia

WA Youth Cattle Handlers Camps (WAYCHC) have been increasingly attracting capacity students in Western Australia for 11 years and the one held in April of 2015 at the Brunswick Showgrounds was no exception.

The three-day camp attracted record numbers with 95 keen cattle enthusiasts aged eight to 25 years eager to learn and further develop their skills. Many former participants are now the organisers and team leaders of this prestigious event in Western Australia with 2 national judges (beef & dairy) being invited each year to educate and judge the participants.

The WAYCHC is unique in that it welcomes heifers and steers in all breeds in the beef and dairy industries, which allows the committee to pull together valuable resources from across the states cattle industry.

Participants come from all over the state, which for some proves difficult to bring their own animal due to distance and a lack of experience. Therefore, more than half of the heifers and steers on the showgrounds are sourced from local breeders for which the camp is extremely grateful.

Year after year one of the most popular breeds present and requested is the Square Meaters. Their great

temperament and moderate frame make them ideally suited to young handlers who lack the experience and confidence compared to their fellow participants.

For the eleventh year in succession, this year's camp saw 21 head of Square Meaters cattle on the grounds kindly loaned by Vince & Maureen Giglia of Meta Park Square Meaters Stud, Bridgetown, W A.

This year's camp theme was centred around fertility and reproduction, with participants engaging in presentations consisting of pre-joining selection, artificial insemination and calving prognosis.

Throughout the course of the three days participants were also involved in workshops on junior judging, showmanship, ringcraft, washing & blowing and public speaking as well as making time for some fun and games in between.

The culmination of the event is finding out which participants have attained the great rewards for their hard work and achievements. Some students will be heading across the Nullarbor to participate in the rewards they have earned, such as the Charolais Muster in Queensland and other student events.

The WAYCHC thanks the Square Meaters Cattle Association for their sponsorship and support to this year's camp. ■



A group of student participants learning with Square Meaters heifers and steers at the WAYCHC school held in April of each year at Brunswick WA.



Abbey Toghill and her Square Meaters steer Kermit Champion and Reserve Grand Champion Steer.

My name is Abbey and I am 10 years old. My interest in cattle began at the Youth Cattle Handlers Camp in 2012 when I was 8 years old. My Dad was taking a group of Year 11 agricultural students and I went along.

At the camp I learnt how to select and prepare cattle for both the show ring and the market. I saw many breeds of cattle but felt the Square Meaters breed was the best use of my hard earned pocket money.

At the camp I spoke to Nanny (Maureen Giglia) from Meta Park Square Meaters about purchasing a steer that would be suitable for the led steer competition at the Perth Royal Show.

After much negotiation on

price and the best possible animal being available, we shook hands on the deal. I then went back and told my Dad that we had a 12 hour round trip to pick him up. I named my steer Kermit because he had big eyes like Kermit the Frog.

At the time of the Perth Royal Show, Kermit weighed 510kg. I was very nervous when I first went into the ring but soon all my, my Dad's and the students at Kelmscott Senior High School's hard work proved worth it when we won the Champion Heavy Weight Steer and then later in the day the Reserve Grand Champion.

I have been in contact with Nanny since the Show to order my steer for next year (2016) so fingers crossed! ■



For information on  
Square Meaters

Phone: 02 4232 3333

# Youth, the future of Squares

By Cheneya Fresse

Back in 2010 I had the privilege of attending Farmfest in Toowoomba and was introduced to Bevin and Dawn Voight of Warrill Creek Square Meaters where I first heard about the breed.

Like everyone I was immediately intrigued by the name and suddenly strived to find out more.

In 2012 I completed my work experience with the Voights at Farmfest and took eyes to my first purchase "Gone Forever", which was the beginning of my stud Serenity Plains Square Meaters.

I was drawn to the kind nature, temperament and looks of the Square Meaters.

Through great assistance from the Voights I have managed to expand my stud greatly in various ways.

In 2013 I first took step into the ring at Toowoomba Royal Show with Warrill Creek Gone Forever who took out Reserve Champion Female. The following year at Toowoomba Royal, she and calf Serenity Plains Jaala – which was our first calf, took out Grand Champion Female.

2015 was a big year for Serenity Plains having the aim of attending both Toowoomba Royal and Beef 2015, with myself working on a station in Central Queensland and running a cattle stud in the south.

Serenity Plains Jaala took out Junior Champion Female, with Serenity Plains Judge taking out Reserve Junior Champion Bull at Toowoomba Royal Show. The two then were exhibited at Beef 2015 where Serenity Plains cleaned up winning both broad ribbons for Bull and Female. This was a

huge achievement battling weather to get there let alone take out both or any awards.

After Beef we sold our prize winning bull which was the first animal we have sold and we have now purchased 2 Droughtmaster cows to cross breed commercially, along with gaining numbers from breeding.

In 2016 Serenity Plains will commence their crossbreeding program with current bull Kinder Surprise. We also plan to have AI straws available from Kinder and tackle the big EKKA 2016.

From a youth perspective all this is very exciting as the future is in our hands. For me, I see the future of Squares needing to broaden horizons by attempting to break into a vital currently missed market of Australia – Central Queensland, whether this is via crossbreeding or in climate conditioned western parts of the state.

There is potential for the breed to expand and become something big as more and more people are seeing the benefits of "Squares" in both stud and commercial breeding programs.

I also think we need to start supporting our youth ideas by having some members on the board and increase promotion at places like Beef 2018 where buyers and investors attend from both the domestic and international market place.

There could well be a future for Square Meaters in the live trade via crossbreeding which would have a huge impact on the perception of the breed.

We also need to look at consumer awareness through packaging of the Square Meaters meat with market specification comparisons



Cheneya exhibited successfully at both Toowoomba Royal Show and Beef Australia Rockhampton 2015 with Serenity Plains Jaala taking out Champion Heifer in both and her junior bull Serenity Plains Judge performing well in both arenas too.

outlined.

The breed has so much potential to expand and be the producer's choice of cattle in

the future, I believe, if these markets are targeted.

It is an exciting time to be a Square Meaters breeder! ■

## JAVID SQUARE MEATERS CATTLE STUD

Mitchell Hwy Orange



Jenny & Wayne Petrie

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Visitors welcome anytime by appointment.



# A Queensland netball sponsor

Eric and Marlene, Rosellinos Square Meaters Stud will this year sponsor Danae Gardner in the Queensland State Netball League Competition (QSNL). Danae has been a team member of the "Whitsunday Sharks" based in Mackay for 2014 – 15 -16, and this year has the honour of being selected Captain. Her position in the team is Goal Shooter and Goal Attack.

Competition in the State Netball League contains teams for most of the large Regional Centres of Queensland and Brisbane Metropolitan Region. The competition commences in

January with 11 games being played in areas from Townsville to Brisbane, which necessitates long travel and expense on the weekends. This will then cumulate with finals in Brisbane at the State Netball Association Courts in April.

The Whitsunday Sharks had their most successful year in the competition in 2015 and are preparing to improve their position and build on their past success in the competition this year. Their preparation includes training 3 times a week which includes personal fitness as well as goal shooting practice and tactical movements.



Rosellinos is one of many sponsors to QLD netball team Whitsunday Sharks, their granddaughter Danae 6th from right is Captain in 2016.

Danae, who is Marlene's Granddaughter, has been playing Netball and other sports since she was 8 years old, and she has been selected in local and representatives teams since then. Danae, who is 6 feet tall, comes from a sporting family where her Mother, Father and Brothers have all excelled in a variety of sports at a State level.

(Squash, Netball, Tennis, Golf and Soccer).

Netball is played extensively in all states of Australia, has the largest membership and is the fastest growing female sport. It allows women of all ages the opportunity to compete, socialize and exercise. For these reasons Rosellinos is proud to provide sponsorship. ■

## 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 another great little heifer, she is now 18 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 2016.

For more information, please contact  
Brett Harms on TEL: 0403 005 611 or email: [brettharms@hotmail.com](mailto:brettharms@hotmail.com)



# Squares have excellent fertility

By Brett Harms, *Great Southern Square Meaters*

I have penned this article to share some news about Leane S18 as she has recently turned 18 years old, this is equivalent to 82 human years and too my knowledge has not missed a calf or would not have got to this grand old age.

I purchased Leanne off Dominic Auguste (Chevy Farm SM) as a 15 old cow. My experience was mostly with my next doors neighbour's commercial Angus herds where at 8 or 9 years the cows are moved on to make way for younger replacements. As such, armed with this knowledge I was a little nervous that she may have been too old to give me anymore calves, Dominic was quite sure that she had at least one more calf left in her and agreed that if she failed to produce a calf I would be refunded on purchase.

Well I am happy to say that she produced 2 more bull calves, both of which were left entire and are now in commercial herds in WA and most recently she has given me a beautiful little heifer. I don't think my

neighbor really believes me about her age, she is still in exceptional shape as are her calves and she looks better than some 8 year old cows. I have tried to piece her life together a little, please forgive me for errors as am sure will be some inaccuracies but this is done with best intentions.

She was bred by Ernie Stephenson of Woolaringa Square Meaters and she won Supreme Champion female at Canberra Square Meaters feature breed in 2004. She had a great bull calf on her (Woolaringa Extra) and he has been making an impact for Gary Sewell of Oakvale.

Leane S18 was then brought to WA and at the 2007 Perth Royal she won the Grand Champion Square Meaters Cow as a 10 year old (pictured in Great Southern SM advert).

Leane S18 was then selected and flushed for the Chevy Farm Embryo Transfer Program, the ET Program was successful with some excellent animals being produced, an ET bull Chevy Farm Freight Train by Rainbow Zippity Doo Dah the 2007 Grand Champion Bull at Sydney



**Leanne S18 is now 18 years old and is still producing a calf each year.**

and Canberra was retained by Dominic and he has grown into a great true to type bull and I continue to use him now. Another embryo from same flush produced the 2011 Perth Royal Show Heavyweight Champion on the hoof and more recently Rosellinos Leans Hilux along with some other great animals but the true magic in my opinion is the females in this line, that are very sought-after as structurally correct, fertile and feminine.

I have an older lady, a foundation cow as part of my herd that is turning 21 years old (Mungatta Frangipani) who is still producing a nice calf each year, so we can expect a few more calves from Leane until I put her in the Long paddock (hopefully more heifers to get some more Leane's in WA).

For those that have a soft spot for her, the decision is made that she will see her last years out in the green grass of my paddock and will not take another truck ride. ■



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



*"Looking back while moving forward"*

## SUNSET PARK

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*"Striving to Meat Your Needs"*



*Sunset Park Giselle  
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2015 Brisbane Royal Show*



# The 'Joy' of Square Meaters

By Emma Joy

When Glenn and I first saw Square Meaters Cattle around 15 years ago we knew we had found something special. We had already had some experience with other breeds and weren't happy with what they had to offer. Square Meaters ticked all the boxes for us- quiet and easy to handle, low birth weight and early maturing. To top it off they look beautiful in the paddock too.

After visiting several studs in Victoria we purchased our first 6 heifers and a young bull. Both of the studs we made our original purchases from are no longer around but their genetics are still evident in our line of cattle.

Life on the farm was very exciting, particularly with the arrival of our first calves, of which I still have one. We decided to expand our herd and purchased more stock from Peter Brown and Lyn Ward, who we credit for introducing us to Square Meaters.

After being inspired by

Lyn and Peter and attending a handling course, Glenn decided to break in our young bull Matrix on his own. After putting in a lot of time he decided to open the yard gate to see how well Matrix would lead. After skiing down the hill from the yard to the hay ring, Glenn decided to employ a professional. It was one of those moments I wish I had recorded but at the time I couldn't stop laughing.

Glenn's second attempt at breaking in a bull was more successful. Hercules was our first bull calf born, he was well handled from a young age and he was a very relaxed young man. So relaxed that when it came to loading him on a trailer, he decided that no coaxing was going to make him leave home. Even with Glenn leading and me pushing from behind, Hercules was very reluctant to go anywhere. We quickly discovered that the way to his heart was through his stomach and after resorting to using a bucket of feed to encourage him in, he was on his way.

Over the years we



**The Joy family. Glenn was passionate about Square Meaters and Emma is determined to carry on with the legacy Glenn has left.**

continued to learn as we went along and gained more experience in how to run our growing business. We always had support from Cheryl (who was the secretary of the society at the time) along with other breeders who were willing to answer questions and share their wealth of knowledge on breeding and showing Square Meaters.

We had our first trip to Royal Melbourne Show with Matrix and were thrilled with first place in our class. The following year we had the opportunity to purchase a

bull, cow and heifer who had travelled across from Trepid Park in WA to be shown at Royal Melbourne show. Our little herd was expanding quickly. Glenn took Wiz to Melbourne again the following year again winning 1st in his class.

It was at this point we decided to move from our 32ac property to a larger 120ac farm so we could achieve our goal of being one of the biggest studs in Victoria. Glenn would love to have gone even bigger but circumstances never allowed for that.

## WARRILL CREEK SQUARE MEATERS



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Glen & Emma built their herd from quality animals. Highbury Trinity an original heifer born and raised at Highbury is still producing quality calves today that are a great example of their breeding programme.

Glenn was great at a lot of things, including taking great pictures of the cattle and showing them at their best. When the photo competition for the cover of the Magazine first began many years ago, it was Glenn's photography that made it to the cover of not 1 but 2 'Outside the Square' magazines. He always believed in doing things properly, if you were going to do something then make it the best it can be. That was evident in everything he did and is reflected in the development of our herd.

Over the following years Glenn and I continued to add to our genetic pool with purchases from NSW and Victoria. In crossing those old lines we have created a herd of cattle Glenn and I were extremely proud of.

We continually promoted the breed though the local sale yards, receiving top prices for our steers. We also displayed cattle at

Farming Expo's and participated annually in Stock and Land Beef Week, an on farm open day for studs. When we started most people around here had never even heard of Square Meaters, but now they are more widely known and recognised for the fantastic cattle that they are. When Glenn passed away, many people suggested I sell the farm and the cattle and move on. Although it seems a daunting task continuing on the farm on my own with 40 breeders, several bulls and weaners of various ages, I am more determined than ever to carry on with the legacy Glenn has left.

For anyone considering Square Meaters cattle, I highly recommend you give them a go, you won't regret it. Not only are the cattle fantastic, but the people within the society are so helpful and I have made lasting friendships with people from all across the country. ■

# HIGHBURY

## SQUARE MEATERS STUD



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## ADELAIDE 2015



**ADELAIDE 2015**

\* Snr Bull ~ Willows Rest Zorro



**ADELAIDE 2015**

Jnr Bull ~ Willows Rest Horatio



**ADELAIDE 2015**

\* Snr Female - Thurloo Park Hanna



**ADELAIDE 2015**

Jnr Female - Rainbow Valley Lucy Leane

## TOOWOOMBA 2015



**TOOWOOMBA 2015**

Snr Bull ~ Oakvale Hercules



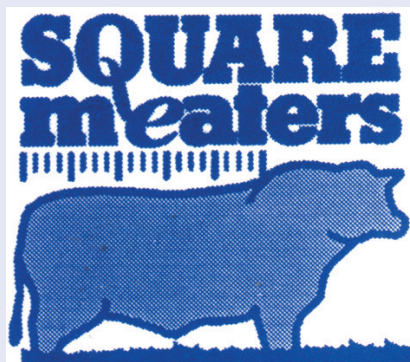
**TOOWOOMBA 2015**

\* Jnr Bull ~Vesco Jolly Roger



**TOOWOOMBA 2015**

Jnr Female - Sunset Park Ruby



## BRISBANE 2015



**BRISBANE 2015**

\* Snr Bull - Rosellinos Leane's Hilux EMR



**BRISBANE 2015**

Jnr Bull - Rosellinos Kin Gee EMR



**BRISBANE 2015**

\* Snr Female - Sunset Park Giselle



**BRISBANE 2015**

Jnr Female - Sunset Park Ruby



## PERTH 2015



PERTH 2015

\* Jnr Bull ~ Preston Rise Kaos

## CANBERRA 2015



CANBERRA 2015

\* Jnr Bull - Woolaringa Kool Fella

## STEERS 2015



ADELAIDE 2015

Willows Rest Crack-a-Lacking



PERTH 2015

\* Snr Female ~ Meta Park Heidi Brush



CANBERRA 2015

Snr Female - Javid Fiona



PERTH 2015

(Meta Park) Kermit



PERTH 2015

Jnr Female ~ Meta Park Katchina



For information on  
Square Meaters contact the  
Square Meaters Cattle  
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# Does size matter?

## That's cows we're talking about

By David McLean, RCS General Manager

Beef industries around the world have been besotted with growth and the gradual creation of elephants. The beliefs of "bigger is better" and "growth is paramount" have ruled decision making.

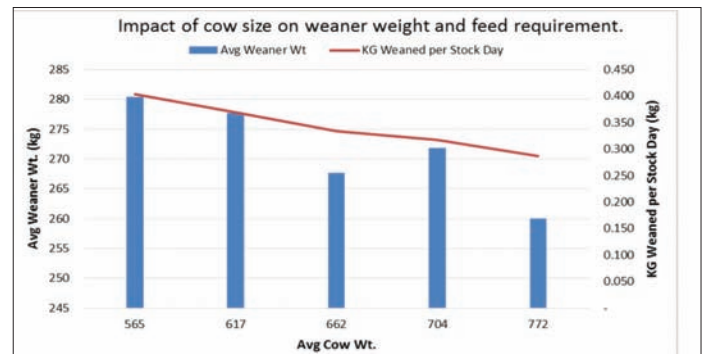
Let's ask ourselves though, what is it we want from our breeding herd? If profitability is the outcome you are looking for then our primary goals should be:

1. Grow as much good quality grass/fodder as we can from the rainfall received

2. Convert that feed into as many kilograms of beef as we can at the highest possible economic margin.

Now, if we look at our breeders as grass converters, what impact does cow size play here? It's pretty straight forward, the bigger the cow the more feed she needs for maintenance. Intake above maintenance is what goes into production (e.g. milk and growth).

Therefore, the bigger the animal, the more feed they need to eat to have equivalent intake above maintenance that can go towards production. Look at the LSU (livestock units)



Graph 1: Shown here is the weight data and feed conversions for each group. The line shows feed conversion, the kg weaned per LSU day of feed consumed. The smaller cows had better feed conversion from fodder to kg of weaner produced. Why? They used less-intake for maintenance and could convert nutrient intake to production easier than big, high maintenance cows

/DSE (dry sheep equivalent) tables from every RCS course manual and you'll see this relationship based on information that's been around for decades.

I regularly hear people

argue that carrying capacity (the number of LSU/DSE you can run) isn't really the limiting factor and we should just look at production per head. I would challenge these people to do two things:



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1. Analyse your business in more detail and compare your gross margins per LSU/DSE.

2. Ask the 80% of Qld that is drought declared at the moment if reduced carrying capacity is impacting their business. Or ask the hundreds of producers who are limited by scale if carrying capacity is impacting profitability.

If you're not confident with LSU or DSE and what they mean to you making professional decisions, then you would really benefit from attending a GrazingforProfit School.

**What about weaner weight?** Do bigger cows produce bigger weaners? This is an area I am currently researching and I've asked a number of clients to send me whatever paired data they have to further research this question. The research that is available from the US and anecdotal evidence from clients in South Africa indicates that cow size does impact on weaner size – just not the way you may think.

**Smaller cows are capable of producing bigger weaners than their heftier counterparts.**

Take a look at the 1st graph based on research by

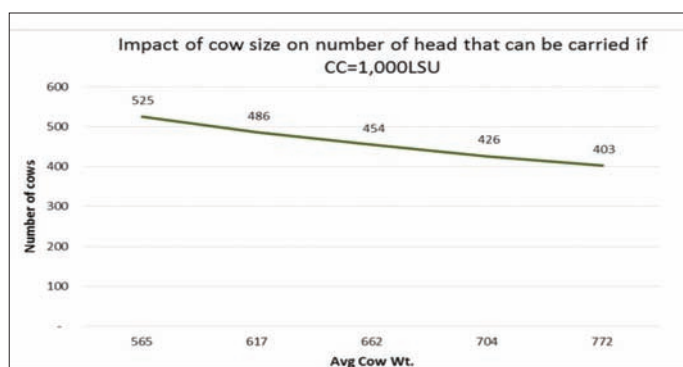
Kris Ringwall from the North Dakota State University. Mr Ringwall aggregated data for cows and calves into cow weight brackets. The blue bars show the average weaner weight compared to the average cow size. You can see that the smaller cows (they are still large cows mind you) produced bigger weaners than the 'elephant' cows did. Therefore if you have a smaller, more efficient cow, you can run more of them with bigger weaners. This has a massive impact on returns per developed hectare.

This has a compound effect, the bigger your breeder cow size, the less animals you run and the smaller their weaner weight.

As an industry, I believe we need to put reproductive capacity as the first priority and then growth efficiency.

Now I know this is a complex area and I'm only looking at one part. I think it is a pretty big part that the beef industry overlooks in its quest for breeding elephants.

I look forward to sharing the results of this research as I get more data from Australia, US and RSA. Visit the website [www.rcsaustralia.com.au](http://www.rcsaustralia.com.au) to find out what is available to



**Graph 2:** You can't run as many big cows compared to smaller ones. If we assume you can carry 1,000 LSU (6,900 DSE), this graph shows what happens to the number of cows you can physically run. This is due to the individual LSU/DSE ratings and different maintenance requirements.

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# Problems at calving time

By Stuart and Erica Halliday

Right across Australia there has been an increase in calving problems in the beef and dairy herds despite better pastures and the identification of calving ease genetics. The reason for this is a lack of understanding of the physiological requirements of a heifer pre-calving in regards to nutrition and management. The fact is, that as our pastures become more productive and higher in nitrogen and potassium, it is counterproductive to the requirements of the calving heifer or cow, especially

those chosen for higher growth and milk.

At the point of calving most females (especially high performing ones), experience a huge increase in the demand for nutrients to produce colostrum, milk, and especially energy. At the same time there is a big increase in the other essential nutrients required to make that energy. Calcium is amongst the most critical of these and it is common for most females at calving to experience some level of calcium deficiency. This deficiency, known as Hypocalcaemia, is commonly called "milk fever".



Practical solutions are to introduce low nitrogen / potassium fibre feed types such as cereal or grass hays and condensed energy feeds (eg grains), anionic salts and specific forms of magnesium.

At it's worst, milk fever causes downer cows and deaths, but at a subclinical level, (most likely seen in beef herds), it can often present as "lazy calvers", prolapses, infertility due to infections as well as poor colostrum transfer.

Ironically, those genetically superior growth and milking females in our herd

will often be most at risk for milk fever, dystocia, poor calf and reproductive performance. This is due to our failure to meet their higher genetic demand for specific nutrients. The question then is, are we culling our highest performers because we are managing for mediocrity, and would the results be



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different if we managed for their increased requirements?

**How “Lazy Calvers” develop?** Cows and heifers undergo metabolic & physiological changes in the period immediately prior to calving that restrict their capacity to both absorb and mobilise calcium when it is most needed. This calcium is vital for the contractile strength of muscles like the rumen and the uterus. At calving low available calcium results in weak contractions. It also reduces contractions in the rumen and the capacity to supply vital energy supplies. Hypocalcaemia also places the cow at risk of ketosis, and reduces her appetite when she most needs to eat to repair herself. All up it’s a triple whammy on calving ease and subsequent production and reproduction.

The reason why we don’t see more cases of milk fever is that cows and heifers are able to mobilise calcium from their bones at this point. The ability of a cow to mobilise calcium at this time is critically dependent on what they are fed 14-21 days prior to birth and the extent of their requirements based on their genetics. Sadly most traditional pre-calving management strategies are counterproductive, and

contribute to, rather than help prevent problems.

**Why Lush Green Feed is the Enemy When Calving Heifers:** Higher levels of Potassium, Nitrogen, Sodium and Calcium in supplements and feed have a negative impact on Magnesium availability in the diet, which is a vital for heifers and cows to be able to mobilise the calcium from their bones. The problem is that these are at their highest levels in Spring with short, lush green feed, particularly with our new highly improved and supered pastures. Other feedstuffs detrimental to magnesium bioavailability and therefore calcium availability can include excessive levels of urea, legume silages/hay, molasses, and salt. The irony is that many of these things are recommended pre-calving.

Vitamin D also plays an important role in determining the rate of the release of calcium from bones.

Lessons for the dairy industry have also taught us that the pH of blood plays a role in calcium release from bones. Many producers, tempted to provide limestone or even causmag pre-calving, may not realise that these can often precipitate an alkalisising effect rather than the



**The right feed combination prior to calving results in an easy natural birth of a healthy calf from a heifer or cow. 2 year old heifer and newborn calf at Preston Rise Square Meaters.**

preferred acidic blood pH. The end result is sub-optimal supply of calcium into the blood stream and weak muscle contractions.

Great pre calving management recognises both the logic and value of helping dams increase skeletal calcium release at the point of parturition.

**Practical Solutions:** Between 14-21 days pre calve, we need to reduce or limit the females’ availability to counterproductive feedstuff ie lush green feed, cereal/legume crops. Also we need to introduce low nitrogen/potassium fibre feed types such as cereal or grass hays and condensed energy feeds (eg grains), anionic salts and specific

forms of magnesium.

For cost effectiveness and management, heifers are best early preg-tested and only fed in calving groups 2 weeks out from calving. In a cost benefit analysis the benefits far outweigh the costs- more calves born, better growth rates from more milk, better re-conception rates, less heifer deaths and peace of mind. Most importantly, higher performing females for growth and milk will not be placed at higher risk. ■

■ *Reference: Livestock Central, and Veterinary Health Advisory Services.*

*For more informatioon*

\* Stuart and Erica Halliday  
email: bennevisangus  
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# Standard of Excellence

### General Appearance:

All animals must meet the frame score requirements of the Square Meaters breed, and should be well-balanced and proportionate displaying good length, width, spring of rib, adequate muscle and smoothness. Animals should have a straight top line, with minimal slope from hooks to pins and should express well defined muscle development overall and especially in the hindquarters. Undue deposits of fat must be avoided.

Animals should be free moving with balanced tracking and gait. Bulls should be masculine with breed character and capable of natural service, displaying adequate reproductive organs with a minimum scrotal circumference of not less than 280 mm at 18 months of age or 320mm at 24 months of age. Females should be of feminine disposition with breed character, showing adequate feminine reproductive characteristics, enabling them to be prolific and capable in rearing their progeny.

### Colour:

Animal colour shall be any solid shade of grey, namely silver, silver grey, grey, dark grey (Dark Grey includes a colour spectrum of various shades of brown) Black animals may occasionally occur, Black females are only eligible for Class B registration and therefore cannot be exhibited. Black bulls cannot be registered and black steers may not be exhibited as Square Meaters. In respect to the term "solid shade" it requires that the animal's colour is consistent over the animal allowing for characteristic dappling or classical "mulberry" appearance over the back of darker animals. Rarely small, irregularly shaped patches of coloured hair can appear on the body called birth marks. Birthmarks are never white (Pink Pigmentation) and although not desirable shall not be discriminated against.

Silver	Silver/ Grey	Grey	Dark Grey

### Skin:

Skin should be dark coloured, loose and supple. Some pink skin (white hair) although not desirable, is acceptable only on the underbody which can include on the testis or udder. It is preferred that there be no pink skin on the underbody forward of the naval scar (for females) or forward of the pizzle (for bulls), however, if pink skin (white hair) is further forward on the underbody it must not be visible with the animal in a standing position. Pink Pigmentation (white hair) is highly discouraged and is not acceptable on any other part of the body.

### Head:

Animals must be naturally polled with good length from eye to muzzle. Animals born with scurs or showing signs of surgical removal of scurs are not eligible for registration. The muzzle and area around the eyes must be dark in colour, denoting dark skin pigmentation. The eyes should be clear, alert and set wide apart. The ears should be well placed. The jaw must be strong, neither undershot nor overshot.

### Legs:

The legs must be well placed. The animal should stand square, i.e. equally on all parts of the foot and the feet should be dark in colour and well formed. Cow hocks and sickle hocks are not desirable. White hooves are not acceptable.

### Temperament:

All animals should be of a quiet disposition and docile temperament.

### Constitution:

All animals should be of good constitution reflecting good health and high productivity.

## Square Meaters Regulations (In Brief)

### 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.

### 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 these height criteria they may be registered as Class B. While it is technically acceptable to register females that are under 100cm, the SMCA strongly discourages this practice in order to preserve size standards.

### Height Measurement:

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 at the highest point on the shoulder. A witness to the measurement is required to sign the declaration form.

### A Guide to Showing

Contact the Association for the show regulations and refer to Show & Judging Terminology documents on the Square Meaters and LBC websites.

### Registration Process:

All breeders are required to calf record all animals born each year on the Progeny Recording Form for "Interim Registrations" the form will be supplied by the LBC office or can be found on the LBC members section of the website, online registration is also available on LBC website. The original is to be forwarded to LBC at the end of each quarter, or when your last calf is born, a copy will be held in your file payment to accompany paperwork.

At 12 months (+/- 2 weeks) animals should be measured and will be eligible for registration as per Association regulations. The measurement is recorded on the reverse of the Interim Registration Certificate with the date the measurement was taken, the name and signature of the witness and posted to the LBC office. The prescribed upgrade fee is to accompany paperwork and to include any unpaid Interim Registration fees.

### Late upgrades:

Animals which meet the Progeny Recorded and measurement requirements but are 18 months and up to 24 months and 24 months and over of age at the time of registration, the owner will be required to apply to the board for approval and will incur a late fee as prescribed per head.

### Membership:

New members are required to pay a once only Joining Fee as prescribed. All full members may advertise in the Outside the Square Magazine and Inside the Square newsletters and are encouraged to be active in writing articles and providing photos for both at the discretion of the editor.

All full members can promote their cattle through the Website such as advertising, photo competition and cattle sales through the Web Manager and all members are listed in the members section of the website and magazine.

Members can further promote their Stud by way of contributing to the Square Meaters Cattle Association Sponsorship Plan for major shows Australia Wide.

### Education:

The Board continues to develop and improve the general knowledge about the standards of Square Meaters cattle through educational references available on the Association and LBC web sites, also available in hard copy (fee applicable).

- Standard of Excellence
- Breed Type and Evaluation Type
- SMCAA Cattle Terms and Definitions
- SMCAA Show and Judging Terminology

\* "Prescribed" amounts are noted on the membership and registration fees page and may be varied or changed at an Annual General Meeting or by the Board.

\* "LBC" is Livestock Business Centre the Registrar and Secretariat for the Square Meaters Cattle Association of Australia.



# Square Meaters Membership

## MEMBERSHIP & REGISTRATION FEES:

### Annual Subscription

Full membership	\$185
Commercial/ Associate	\$ 50
School/ Youth Memberships	\$ 30

### One off Membership Joining fee:

Full Membership	\$110
Commercial/ Associate	\$ 30
School/ Youth Memberships	\$ 30

### Registration Fees (PER ANIMAL)

Complete 'A' & 'B' Female registrations	\$ 50
Complete Bull registrations	\$100
Interim Progeny Registrations	\$20/head
Upgrade 'A' & 'B' Females	\$30/head
Upgrade Bull	\$80/head

### LATE REGISTRATION FEES

All animals 18 mths & up to 24 months	\$ 20
All animals 24 months and over	\$100

### Transfer Fees

Female transfers	\$ 50/head
Bull transfers	FREE

### Donor Female Registration

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

Donor Female Registration	\$ 50
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Transfer of recipients	\$ 50
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### Semen

The bull must be approved by the Board of Directors and the bull must be DNA tested prior to semen being sold.

Licensed semen must be registered	\$150
Unlicensed semen	\$150

### Shares

DNA test must be forwarded to office prior to shares being sold.

Bull shares per share	\$ 50
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### Commercial appendix

Registration foundation & calves	\$ 20
Commercial Appendix transfer	\$ 10

**Overseas enquiries welcome, contact the Square Meaters Cattle Association on 02 4232 3333.**

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# Square Meaters Membership



Square Meaters Cattle Association of Australia Ltd

A.B.N 87 797 856

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Email: [squaremeaters@bigpond.com](mailto:squaremeaters@bigpond.com)

[www.squaremeaters.com.au](http://www.squaremeaters.com.au)

## Membership Application

Note: The Square Meaters Cattle Association of Australia Ltd. (SMCA) collects your personal information for the purposes of contacting you, forwarding you important information, maintaining and updating its databases containing herd information and assisting you to promote your business. The SMCA will disclose your personal information to its members and the general public via the SMCA website, public directories and other means unless you advise otherwise.

Each partnership, company, institution or syndicate must nominate an individual to act on behalf of the membership.

### Principal of Membership:

Mr/Mrs/Miss/Ms. Given Name(s): \_\_\_\_\_ Surname(s): \_\_\_\_\_

Company/Trading Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Town/City: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

**PREFIX:** My choice for registered stud name (prefix), in order of preference are:  
(Cannot exceed 14 characters including spaces)

1 \_\_\_\_\_  
2 \_\_\_\_\_  
3 \_\_\_\_\_

**HERD TATTOO:** Must contain no more than 3 characters with standard numbers and / or letters only. Symbols are unacceptable.

1 \_\_\_\_\_  
2 \_\_\_\_\_  
3 \_\_\_\_\_

### MEMBERSHIP and FEES:

Membership Type	Yearly Membership Fee	Joining Fee	Total
Full	\$185	\$110	\$295
Commercial/Associate	\$50	\$50	\$100
School / Youth	\$30	\$30	\$60

*Membership fees will be invoiced on approval of application.*

I am applying for (please tick one)

FULL MEMBERSHIP ☐ COMMERCIAL/ASSOCIATE MEMBERSHIP ☐ SCHOOL/YOUTH ☐

I/We apply for membership of the Square Meaters Cattle Association of Australia Ltd. and agree to be bound by the Provisions of the Memorandum & Articles of Association, Rules and Policy made pursuant thereto. I/We certify that the details shown on this form are correct and that I/we have the appropriate authority to sign this application on behalf of the membership name applied for.

Signature(s) of Principal \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Youth Member DOB: \_\_\_\_/\_\_\_\_/\_\_\_\_ Youth Members – please provide date of birth and Parent/Guardian Signature if under 18

Parent/Guardian Name \_\_\_\_\_ Signature: \_\_\_\_\_

Please advise how you first heard about Square Meaters:

E.g. Show, Publication, Breeder, Internet.



# Feature breed Canberra 2016

By Graeme Singleton

Interstate rivalries were to the fore when Square Meaters breeders met at the Canberra Royal Show in February to mark the breed's 20th anniversary. The judge, Fiona Sanderson, whose mother Helen Sutherland founded the Murray Grey breed, was full of praise for the 60 head from 3 states paraded before her, repeatedly finding winners and placegetters with all the required and well-known Square Meaters traits for commercial success.

Ms Sanderson's selection for her Supreme Champion of the Feature Show went to a bull which had travelled

4000 kilometres across the country for his day in the sun.

Preston Rise Kaos, a 21 month old sire weighing 686 kilograms and by Chevy Farm Freight Train, had graduated from the under 24 months bull class. His breeders, Erin and Doug Wilcock from Noggerup in Western Australia, were overjoyed with his success.

"From the day he was born he has been a stand-out calf," Erin said.

"We knew he was good but to win here at the feature show against such outstanding competition is just amazing."

Fiona Sanderson said he was a superb example of the



**Grand champion female, Thurloo Park Jessabel, paraded by 10 year old Archie Dean, grandson of breeders David and Julie Thompson, SMCAA foundation breeders.**

breed with exceptional depth, muscling, softness and movement.

She found those qualities as well in her Senior and Grand Champion female, Thurloo Park Jessabell, exhibited by Square Meaters stalwarts Julie and David Thompson from Cootamundra who were the only foundation Square Meaters breeders exhibiting at the show.

The 30 month old cow by Clusker's Ausbite with a beautiful heifer calf at foot

was paraded perfectly by the Thompson's grandson 10 year old Archie Dean and came from the mature cow class which boasted 9 entries.

"This is an outstanding Square Meaters cow," Ms Sanderson said.

"She has plenty of volume and length and a beautiful big udder. She is a stand out."

Meta Park Ezy Brush, a 7 year old matron exhibited by Maureen and Vince Giglia stood second to



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## Square Meaters ~ 20th Anniversary

~ Feature Breed Canberra Show ~

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Jessabell and went on to be awarded the Reserve Senior Champion Cow sash.

The Reserve Senior champion bull to Preston Rise Kaos was another very impressive heavyweight, the 25 month old 770 kilogram Weethalle Kelso exhibited by Jo Dawson and Brad Perry from Boorowa in southern NSW. Kaos then went up against another WA bull and one from Queensland for the Grand Champion ribbon.

The Calf Champion bull, Meta Park Luther had been brought across the Nullabor by Maureen and Vince Giglia from Bridgetown WA. He tipped the scales at 403 kilograms at just over 9 months of age. Luther relegated Weethalle Laird L13 (390 kilograms at 10 months) to Reserve Calf Champion bull.

The battle for Junior Champion bull was an all-Queensland affair with Pencae Kyan A2 exhibited by Dr Meaghan Scrivens from Ocean View north of Brisbane and weighing 496 kilograms at 14 and a half months edging out Rosselino's King Gee (630

kilograms at 19 months) exhibited by Eric and Marlene Ross from Carbrook on Brisbane's southern outskirts.

Strong fields were a feature of the heifer classes with Javid Naome, exhibited by Wayne and Jenny Petrie from Orange going on to be named the Calf Champion female ahead of Sunset Park Doris exhibited by Julie Gotz from Crows Nest on Queensland's Darling Downs.

Maureen Giglia, who has shown cattle for 40 consecutive years, again had cause to celebrate when Meta Park Lavender Karinya was named the Junior Champion Female ahead of Weethalle Gypsy Princess.

In the group classes, Meta Park picked up the blue ribbons for Pair of Females not over 24 months, and Pair of Bulls not over 24 months. Weethalle won the Breeders Pair award and the Sires or Dam's Progeny class (by Javid Horowitz H2), and Thurloo Park marked an impressive achievement of showing Square Meaters for 20 years by winning the breeders group. ■



Supreme exhibit Preston Rise Kaos with the associate judge Shaylee Smith, Cate Stanton SMCAA chairperson, owners Doug and Erin Wilcock of Preston Rise Square Meaters and judge Fiona Sanderson.

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## Charity steer at Canberra

By Jenny Petrie

The amazing success of auctioning a Square Meaters steer for the charity Melanoma Institute of Australia (MIA) at the 20th Anniversary Square Meaters Feature Breed Show was the culmination of many hours of work by a wonderful group of dedicated breeders and friends.

NSW Breeder Promotion Group chose The Melanoma Institute as the charity to support because one of our long term members, Brad Perry (Weethalle Square Meaters), after significant treatment, is a melanoma cancer survivor.

The chosen steer, Max, a Javid bred steer, left the farm, unbroken and straight out of the paddock at just seven months weighing 280 kgs, and was transported to St John's College Dubbo, where he was prepared for the hoof and hook competition for the Canberra Royal Agricultural Show by the exceptional members of the Cattle Team.

It was at St John's that the work really began with the inspiration provided by the effervescent "can do" Ben Toll (Ag Master) and the perspiration, dedication and industry of three amazing St

John's parents, Evett Labib, Nanno Moody and Kylie Lydford.

Evett dreamt up a plethora of marketing ideas! Could we really take a steer up to Parliament House!? With this spark of an idea, many letters were written to gain the necessary approvals to take and parade a steer on the lawns of Parliament House. With the help of the Member for Calare, Hon. John Cobb, it became possible to secure time with the Minister for Rural Health, Senator, the Honourable Fiona Nash.

Nanno provided the practical solutions and Kylie took the most outstanding photographs even down to persuading her teenagers to wash and blow dry Max, on a weekend, when a photo was needed urgently for promotion, and then spending precious time 'photo shopping' all the flies out of the images.

The St John's Team worked on getting Max and Leopold (Max's herd mate and travelling companion), used to the horse trailer, embarking and disembarking many times, so that they were totally at ease with the procedure. Nanno meticulously plotted the travel route and took her horse float for a trial run.



**Max the charity steer, successfully raised \$9,470 for the Melanoma Institute of Australia through the hard work of St Johns College Students, parents and supporters. He sold at auction for \$6000 to The Rockpool Foundation with the balance of the funds coming from corporate and individual sponsorships.**

The trip to Parliament House on the 24th February was outstandingly successful, gaining wide media coverage. Three senior St John's Students, Lauren Moody, Sam Parish and Rebecca Ferguson were in charge of handling the two steers for the entire excursion.

Everything ran like clockwork and we could not have been more pleased with the time and effort given and the genuine interest expressed by Senator Nash and John Cobb, along with the tireless effort of Jake Ash, Senator Nash's time manager who was contactable day and night for the last minute revisions.

Senator Nash and Hon. John Cobb enthusiastically promoted the efforts of Max The Melanoma Steer and the Square Meaters Association with the Senator posting her support on facebook and John making a speech in Parliament that is recorded in Hansard.

Scores of letters were written to companies and organisations seeking sponsorship for the Charity Steer and support was generously provided by Vic's Meats, one of Sydney's premiere butchers and Novartis

Oncology.

A crowd funding project was proposed by Shayne Herring of Glenmore Square Meaters raising more funds, comprising large and small donations.

All of this support going towards the Melanoma Institute was greatly appreciated.

Max was entered into the Square Meaters Hoof Competition where he gained a prestigious 2nd place ribbon in the heavy domestic class. He was then sold at auction to the Rockpool Foundation for an amazing \$6,000.

The results of the carcass competition saw the steer placed 1st in the domestic heavy weight class, Champion Square Meaters steer and Reserve Champion over all with a score of 91 points.

Including the prize money for the carcass competition, around \$9,000 has been raised by Max for donation to the Melanoma Institute of Australia.

The exact amount yet to be finalised will be given to the Melanoma Institute of Australia at a special presentation and reported in a final press release. ■



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# Steers achieve hoof and hook

By Graeme Singleton

The commercial attributes of Square Meaters took centre stage at the 2016 Canberra Royal Show with an exceptional line-up of entries in the hoof and hook competition.

To coincide with the 20th Anniversary Feature breed show, 25 purebred Square Meaters steers and heifers were entered to highlight the absolute relevance and application of Australia's compact quiet achievers to the wider beef industry.

The Square Meaters entries then joined another 70 entries of many breeds in the overall hoof and hook competition, and posted some outstanding results.

The overall Reserve Champion Carcase of the show went to Max, the charity steer bred by Javid Square Meaters at Orange and prepared by St John's College in Dubbo. Max was also judged the best Square Meaters Steer on the hoof with the impressive score of 91 points.

Given the breed was developed to meet the demands of the premium domestic market the performance of Square Meaters

carcases in the over-the-hooks classes was not entirely unexpected.

A steer bred by Cluskers Square Meaters at Hall and prepared by Yass High School won the Light Domestic Class with 89.5 points. This steer was also named the Reserve Champion Square Meaters on the hook.

A steer bred by Antil Square Meaters took third place in the Open Light Domestic carcase competition.

In the open lead steer classes Square Meaters also shone.

The Cluskers steer shown by Yass High School was first in the School's Light Domestic Class (250 to 340 kilograms live weight) and another bred by Rainbow Estate at Braidwood and shown by Braidwood Central School was the runnerup.

A steer bred and shown by Naringi Square Meaters at Fullerton was second in the Open Light Domestic Class. Another Cluskers steer also shown by Yass High School won the School's Medium Domestic Class (341-440 kilograms live weight) while a steer bred by Silver Gully Square Meaters at Mangrove Mountain and shown by



Two outstandingly prepared and placed Square Meaters steers in the medium weight hoof competition. #500 bred by Silver Gully Square Meaters prepared by Brisbane Waters Secondary School and #505 bred and shown by SMCAA Senior Youth member Ian Lamb.

Brisbane Waters High School won the Open Medium Domestic Class. The Silver Gully entry was also named the Reserve Champion Square Meaters steer on the hoof. A steer entered by Javid Square Meaters placed third in the Open Medium Domestic Class.

Success for the breed continued in the Heavy Domestic Class (441 to 500kilograms live weight.) Ian Lamb from Manilla won the Open Class while a Rainbow Estate/Braidwood Central School steer took second in the School's section. ■



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# Herdsmanship competition

By Jenny Petrie

The Square Meaters Cattle Association NSW/ACT Breeders Group decided to hold a herdsman competition in an endeavour to support the talented young cattle enthusiasts who work so hard at our shows making sure that all the animals are well cared for.

The purpose of the award is to encourage young people to provide proper care and handling of animal exhibits.

The award is presented to the youth, not the animal. The animal is judged only in its response to the

handler, gentleness, workability and relationship between animal and handler in and out of the ring.

Judging criteria for The Herdsman award was based on five different competition components.

Care of the stall to be clean at all times, adequate bedding, equipment and supplies are neatly and safely organised, pen free of manure and disposed of properly, walkway is clear for public access, name cards visible to the public.

Care of animal to be properly watered and fed, animal made comfortable, animals tied up and properly secured, animals




Michael Kennedy, Vice President, Royal Canberra Agricultural society presents Rebecca Ferguson, the herdsman competitions 17 years and over winner with her award.



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clean and presentable to the public.

Preparation of the animal for showing where the animal needs to be washed and clean hooves clean, condition of coat, well groomed, with halter clean and polished.

Showing of the animal control of the animal by the exhibitor, poise and coolness of the exhibitor, keeping the animal placed to advantage, being

continuously alert, the ability to stand and/or move the animal as requested by the judge.

General courtesy always courteous to other exhibitors as well as the public, willingness to answer questions about the breed and the cattle they are handling, willingness to assist and support fellow exhibitors, behaviour of the exhibitor during the day and night.

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The 15-16 years herdsman competition winner, Bella Stoyles with Michael Kennedy.

This competition attracted exactly 100 entries and was divided into 3 classes with the results being:

\* 8 to 14 years, 1st Aiesha Lewis-Zraika, 2nd Emily Wykes, 3rd Archi Dean.

\* 15 to 16 years, 1st Bella Stoyles, 2nd Sean Clayton, 3rd Tom Manwarring.

\* Over 17 years, 1st Rebecca Ferguson, 2nd Samantha Pluymers, 3rd Ashlee White.

The expertise of experienced Herdsman

Judge Craig Turner was secured by Jo Dawson and Craig expressed his delight in the standard of excellence that he witnessed, while quietly keeping an eye on all that transpired in the cattle shed and the Show Ring.

According to Craig the top herdsman were exceptional and would have been extremely competitive at the Shows where professional fitters are allowed to enter the competition. ■

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# How Squares convert to \$\$\$\$

By Gary Sewell

Many main stream commercial beef breeders are entrenched with the view that bigger has to be better but I think the old saying of "horses for courses" has to also be considered.

The Square Meaters Breed has been developed for the Australian high end domestic trade and fits well with MSA

(Meat Standards Australia) market specifications for the domestic trade for P8 fat, fat colour, meat colour, rib fat, eye muscle area, ossification, marbling and muscle pH; and a hot standard carcass weight of 200kg +.

Things that need to be considered when comparing different breeds and their profitability are the costs involved in finishing the

animal for the targeted market. These costs need to include the ongoing cost of retaining the breeding cow.

For this exercise we compare a Square Meaters Steer at 12mths of age with a liveweight of 375kg to another larger framed British Bred animal with a liveweight of 490kg at 16mths of age, both targeting the domestic trade and suited to MSA requirements.

The calves are weaned at 8 months of age and finished on a feedlot ration (70% grain, 30% roughage) for the final 60 days prior to marketing.

There is a lot of talk within the beef industry with regards

to Japanese Black Cattle and their high returns. In this comparison we look at the domestic trade for these animals with a longer backgrounding and finishing time with turn off live weights of 685 kg at 28 months of age.

So bigger may seem better with the owners of the larger slower maturing animal being able to state they received almost \$1,600 per head or nearly \$4,000 in the case of the Japanese Black as compared to the \$1,200 Square Meaters animal but when costs are taken into account the Square Meaters is able to achieve **DOUBLE THE PROFIT PER DAY!**

	Square Meaters	Cost	Larger Framed British Breed	Cost	Japanese Black	Cost
Breeding Cow Feed Consumption for 12 months @ 3% Body Weight per day (pasture @ \$100/tonne).	450 kg Cow, 13.5 kg/day, 4,928 kg/year.	492.80	600 kg Cow, 18 kg/day, 6,570 kg/year.	657.00	650 kg F1 cow, 19.5 kg/day, 7,118 kg/year.	711.80
Calf weaned at 8 months of age Feed Consumption @ 3% Body Weight per day (pasture/hay @ \$180/tonne)	235 kg weaning weight on "Rations" "pasture / hay" for 60 days 8kg / day, 480kg for 60 days. Gain p/day .75kg	86.40	280 kg weaning weight on "Rations" for 180 days 10.5kg / day, 1890 kg for 180 days. Gain p/day 0.75kg	340.20	224 kg weaning weight on "Rations" for 200 days, 8 kg/day, 1,600 kg for 200 days. Gain p/day 0.5kg.	288.00
60 days of feedlot ration @\$400/tonne Feed Consumption @ 3% Body Weight per day.	280 kg live weight 10 kg/day of "Rations", 600 kg for 60 days. Gain p/day 1.3 - 1.5kg	240.00	412kg live weight 13.5 kg/day of "Rations", 810 kg for 60 days. Gain p/day 1.3 - 1.5kg	324.00	324 kg live weight, 15 kg/day of "Rations", 6,000 kg for 400 days. Gain p/day 0.9 kg	2,400.00
<b>* TOTAL COST</b>		<b>819.20</b>		<b>1321.20</b>		<b>3399.80</b>
<b>SALE DAY</b>						
Price for sale of steers using the Eastern Young Cattle Indicator as at 17/12/2015	375 kg live weight, carcass yield 55%, dressed weight 206.25kg @ \$5.87/kg.	1,210.69	490 kg live weight, carcass yield 55% dressed weight 269.50kg @ \$5.87/kg.	1,581.97	685 kg live weight, carcass yield 57% dressed weight 390kg @ \$10.00 /kg.	3,900.00
<b>PROFIT per ANIMAL (After Costs)</b>	<b>Age 12 months</b>	<b>391.49</b>	<b>Age 16 months</b>	<b>260.77</b>	<b>Age 28 months</b>	<b>500.20</b>
<b>PROFIT PER DAY</b>		<b>\$1.07</b>		<b>\$0.54</b>		<b>\$0.63</b>

\*Please note only fodder has been taken into consideration with these calculations, if you made allowances for drenches and other husbandry items you would find the Square Meaters profit margin would increase as the larger framed animals would require larger doses and hence more cost! The profit margin would also decrease with other outgoings for property management, wages, etc. The weight gains quoted are based on averages and individual animals may vary.



## Outside the Square



Gympie Steer Classic this Pure Bred Square Meaters Steer at 11 months old, came down with 3 day sickness in the 2nd week of the competition and finished a few kilograms under the required 200 kg carcass weight for top points for MSA grading.

All round the SQUARE MEATERS animal comes out on top with a 4 month and massive 16 months earlier turnoff, less feed costs and

outgoings per head and the ability to run 5 Square Meaters Cows to a land area where only 4 of larger framed animals can be carried! ■



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# Six tips for using social media to promote your stud

By Matt Forman, Black Oak Square Meaters

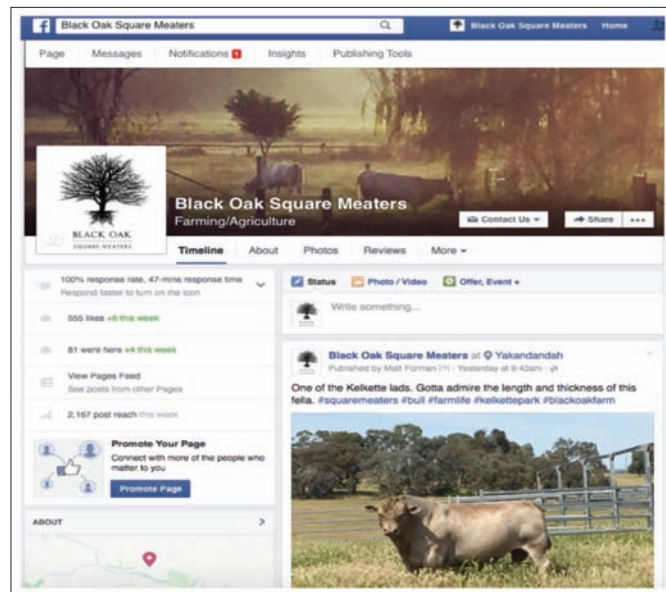
It's no secret that social media is now a mainstream marketing channel for just about every product and service, stud cattle and their ultimate end product, beef, included.

But for many in the livestock game and living in rural areas, just getting reliable fast internet access can be a challenge, let alone knowing where to start with marketing your stud on social media.

The good news is that it's not that hard to get started and even easier to maintain once you do! There are already a number of our great Square Meater studs doing a fantastic job on social media sites like Facebook and Instagram.

The most important thing to remember about social media is that is not about you or your cattle.... which sounds counter intuitive, but it's all about your audience - the people that will like your page and follow and interact with your updates. The content you post needs to serve their interests, which If you understand your product and customer well enough, it will.

These days there are an abundance of choices for different social networks, with many catering to the younger more tech savvy audience, however in my opinion the 2 that do the best job at promoting cattle are Facebook and Instagram. This is mainly due to the fact they are visual and are well suited for posting photos of your beautiful



This is a snap shot of Black Oak Square Meaters facebook page.

animals.

I've personally found Facebook to be very effective

and have had a number of people contact us to enquire about our cattle or our beef,

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resulting in the sale of 3 females already and forward orders for our paddock-to-plate beef. But keep in mind this isn't a short-term game and success doesn't come overnight. It's about consistency and quality (much like cattle really!).

The top 6 tips I can give anyone wanting to use this channel are:

1. Keep it simple
2. Keep it visual - never ever post an update without a picture or video to accompany it. Social media is a visual media and the sites reward businesses that publish good visual content with more visibility of their posts to their followers.
3. Don't be afraid to invest small amounts of money on advertising. On Facebook for example you can spend as little as \$2 to "Boost" your post and it will increase the results you get from it exponentially.
4. Know what your audience like to see and just focus on

that. This comes back to understanding your product. For example if you sell Bulls than you'll want to focus on publishing pictures and stories about your Bulls, their progeny and results they've achieved either in the show ring or sale yards.

5. Have a plan. Think about your content beforehand and plan out the sort of pictures and content you'll need. This makes it so much easier as you are going about your business on the farm or at shows to be on the look out, or even set up, photo opportunities.

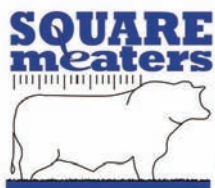
6. Know how to measure its success. This could be areas like building your studs brand and reputation, building awareness and growing your social media following, engaging with your customers, potential customers and the industry, or the enquiry for sale of your cattle.

The best place to get started is <https://www.facebook.com/business/products/pages> or <https://business.instagram.com>



Planning your facebook page should involve visual representation and text.

And feel free to join us at Facebook or Instagram - just search for Black Oak Square Meaters. ■



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# Breeding quality animals

By Eric Ross, Rosellinos Square Meaters

Breeding quality animals is our continued goal at Rosellinos. Priorities in our breeding program are Conformation, Constitution, Temperament and Pigmentation. While it is very difficult to breed and maintain quality animals, selection of dominant breeding stock is relevant.

Highlights of the year have been, exhibiting at the Toowoomba Royal and the Brisbane Royal National Shows, and the Moreton Steer Show and Sale, and endeavouring to sell more Square Meaters Bulls into commercial herds. Our main focus from the Stud

is to introduce Square Meaters bulls into commercial herds. During the past 2 years we have placed bulls into 8 herds. Mating in these herds, has not been a problem even on very large Braham and Droughtmaster females and the quality of the calves is excellent.

Rosellinos entered 2 steers into the Moreton Steer Show and Sale, where there was approx 1000 head of all breeds nominated. Our steers were 15 to 16 months and weighed 450 kgs and 510 kgs. While our steers did not win any classes they were admired, best was in a pen of 19 steers where our steer was selected in the first 6. They also sold above the average price, top being \$3.14 cents @ kg live weight.



**Two Rosellinos steers aged 15 - 16 months were entered into the Moreton Steer Show and Sale with good reviews and achieved above average prices.**

Square Meaters Cattle are becoming better known through the South East corner of Queensland, with bulls into commercial herds, our participation in steer competitions and we sell steers regularly through the saleyards.

In the show circuit at the Toowoomba Royal, Rosellinos won Junior Champion Bull Calf with Rosellinos King Gee and Reserve Junior Heifer with Rosellinos Jeanette. At the Brisbane Royal National, Rosellinos Leanes Hilux ET, weighing 840 kgs, was Champion and Grand Champion Square Meaters Bull, Hilux won the same award at the 2014 RNA Show. Rosellinos King Gee was Junior Champion Bull, Rosellinos Leanes Honey ET

was Reserve Champion Cow, with her calf at foot, Rosellinos Leane, and Rosellinos Kaylene was Reserve Junior Champion Heifer.

Our breeding has been a bit one sided the past two years with a large percentage of male calves born. However out of that we have a very impressive young bull Rosellinos Lincoln, a brother to King Gee, sired by Kilayr Finn. Two other animals showing promise are Rosellinos Leane and our embryo heifer Rosellinos Bellas Kate ET. We have sold the other 2 Embryo bulls from Damview Brindabella.

We are presently reducing the size of our herd by about 50 percent, selling mainly our older herd matrons and foundation cows. ■



## Mygunyah Square Meaters

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\* Meat Sales: Home grown - Hunter Country Meats

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# 40yrs of showing at Perth Royal



40 Years of consecutive showing for Maureen Giglia supported by her daughters Charlene Renard, Narelle Fry with grandsons Lachlan and Corbin Fry all of WA

*By Lachlan Fry*

Forty-five degree heat, 4000km and five days of continuous travel from one side of the country to the other is a tough gig on anyone - let alone for six of WA's premier Square Meater exhibitors whom made the trek across the Nullarbor for the Canberra Royal Feature Show in February.

It's a campaign that many breeders wouldn't even consider. However, for two studs, it was a task they were willing to take on in order to be a part of the action.

Meta Park Square Meaters (Vince & Maureen Giglia & Family, Bridgetown, WA), along with Preston Rise Square Meaters (Doug & Erin Wilcock, Noggerup, WA) contributed to an outstanding showing of Square Meaters cattle.

Both studs knew that if they were to be competitive, they had to bring only their best, resulting in many rewards for their efforts.

Claiming the prestigious Supreme of Breed was the sole exhibit of Preston Rise Stud. Their 21 month old 686kg

Senior Bull, Preston Rise Kaos drew the attention of the judge. This powerful young sire continued his clean sweep after winning Supreme Interbreed Champion Specialty Bull at Perth Royal in September 2015.

The Meta Park Stud of Bridgetown found themselves at the top of the line for much of the day with their team of five achieving 3 firsts, a second and a third in their individual classes and securing five broad ribbons including both Champion Pair of Bulls and pair of Heifers, Calf Champion Bull, Junior Champion Heifer and Reserve Senior Champion Female. The final coup was being placed second in the Breeders Group of Three.

The success of the Giglia Families 2016 campaign certainly wasn't through sheer luck, as this highly regarded cattle families team, lead by Maureen Giglia, are celebrating their 40th consecutive year of breeding and showing cattle. This is a feat that only few breeders can claim and it's a credit to the family's commitment and passion for the breed and the industry as a whole. ■

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### Meta Park Steers 2015



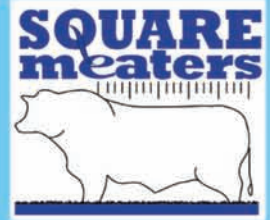
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# Rosellinos

## Square Meaters Stud



Rosellinos King Gee

### *Rosellinos Leanes Hilux ET*

**Hilux** Grand Champion Bull  
Brisbane RNA 2014 & 2015.

**King Gee** Junior Champion  
Brisbane RNA 2015.

**Lincoln** brother to King Gee  
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