

Outside the Square

With Compliments

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

**Operating on a
small holding**

**The potential of
Square Meaters**

Cross breeding

**SQUARE
meaters**

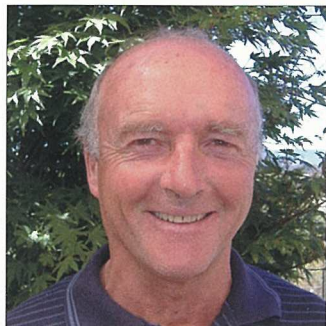


Breed Sale

Camden Showgrounds 8th Sept 2007

Square Meaters Cattle - "No Ifs, Just Butts"

Our membership still increasing



By Peter Brown

Welcome to the 2007 edition of the annual magazine of the Square Meaters Cattle Association of Australia Ltd.

This, the fourth edition of the magazine, is my first since taking over the Chairman's role. It is a great privilege to have been selected by the Board to act as their chairman, and a challenge to which I look forward. Tony Cairns, the outgoing Chairman, has been an inspirational leader of the Association and I hope I can do as well.

The breed has come a long way in a relatively short time and is increasingly being recognised as having a place in the beef industry. This momentum needs to be maintained and the position of the Square

Meaters consolidated as a realistic alternative for commercial producers targeting the domestic market as well as being the ideal animal for smaller acreages.

With much of the country experiencing a drought at least as bad as any in living memory, there are difficult times ahead for the beef industry as a whole. Notwithstanding the hard times ahead I am optimistic that the Square Meaters cattle, comparatively compact, well muscled and early maturing; will be able to demonstrate their ability to thrive in the worst of seasons.

The Association continues to grow, with membership up by around 20% in the last year and, whilst the vast majority are in Australia, with breeders in every state except NT, we also have members in both New Zealand and the United States. Square Meaters continue to be well represented in Shows around the country, both Royals and at the local level, with some excellent results at inter-breed level. Our cattle are also making a good showing in carcass



Square Meaters cattle have come a long way in a relatively short period of time.

competitions and we hope to see, as our numbers build up, more entries in this type of competition; the true test of the worth of a beef breed.

With any new breed there is a concern that sufficient diversity exists in the gene pool to ensure viability. A study by the Faculty of Veterinary Medicine of Sydney University found that the Square Meaters did have an adequate genetic base. This result notwithstanding, the Board of SMCAA decided to leave the herd book open to registered Murray Grey females until 30th June 2007, when the position will be reviewed again.

In September 2006 the Association held an inaugural Show and Sale at the Camden Showgrounds, near Sydney. Despite the uncertainty of the season, response to the event was overwhelmingly positive and the Association has committed to having a Sale again in 2007. The venue is the same, the Camden Showgrounds, and the date 8th September. Mark this date in your diaries and come along and see what

will be a fine offering of both stud and commercial cattle. Further details will be announced as the date approaches.

In this magazine you will find an advertisement for Ausure Insurance, with whom SMCAA has a strategic Alliance. Experience has shown, including my own, that their premiums are very competitive. Provided reference to SMCAA is made when requesting a quote, the Association receives a contribution for every policy issued. Give them a try, it could be very worthwhile.

I hope you enjoy the magazine and find something of interest in the wide range of articles it contains. If you need any further information about Square Meaters give the Office a call where Cheryl Mott will be happy to provide any information you require. Alternatively give your nearest breeder a call, I'm sure they will be more than happy to help and to show you what a Square Meaters looks like "at home". ■

SQUARE
meaters



BELLA
VISTA
STUD

Swanfels, QLD, 4306

Ph: 0403 766 848

Email: bellavista@powerup.com.au

A good result on the end product

By Erica Halliday

The focus for the Square Meaters breed of Australia should be on the end product.

That is, the highest eating quality, restaurant/table beef served with smaller, more suitable portion sizes for today's savvy consumers.

To achieve this aim, producers of Square Meaters cattle should focus on the type traits that the breed was famously designed for. That is explosive early growth for high productivity and turnover, with an early to mid maturity pattern so that the quality carcase attributes of muscularity, adequate fat cover and marbling can be expressed.

Maturity pattern is the most critical element in achieving the traits mentioned above. If the animals are too early maturing, they will not achieve the fast explosive growth required to meet the target of 260-300kgs at 8-9 mths yielding a 140-160kg carcase, and will turn dumpy and over-fat if fed to the other target market of 400kg for the butcher trade at 12-18mths. On the other hand cattle that are too late maturing, while reaching the required weight quickly, will be less likely to have adequate fat cover, or the expressed muscularity required for the carcase quality component for slaughter at a young age. Maturity type will also dictate the style of the cow-herd that underpins every Square Meaters operation.

While there will always be more efficient cows in each group of cows from early to late maturing types, it is widely accepted that cows with a mid maturity pattern

will be, on average more efficient as a group. The other benefit of running a uniform group of cows that have mid - maturity pattern is that they will produce a more uniform consistent product that can be marketed in larger numbers.

Selecting Square Meaters Cattle for breeding will have the same criteria for structure and fertility indicators of other breeds of cattle around Australia. However because of the specifics of the market targeted, there will have to be great emphasis on early growth to 12-18 months of age, and the ability of the progeny to have the critical fat and muscle requirements for slaughter at a young age compared to other breeds. This will ensure the Square Meaters success at the highest quality end of the restaurant/table beef sector, with graziers enjoying easy keeping productive female herds. ■

■ Erica Halliday is one of Australia's most respected beef cattle judges and while she might be a die hard Angus devotee, she has long been an admirer of Square Meaters cattle.

Erica has a Bachelor of Agricultural Economics degree from Sydney University and has been employed as a technical breed development project officer with the Angus Society. Erica also worked with Don Nicol on quantitative genetic studies. Erica has judged Square Meaters at both the Canberra and Sydney Royal Easter Shows, where her insightful and practical comments were appreciated by exhibitors and spectators. ■

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Top combination go hand in hand

Square Meaters and saltbush! It's a combination as Australian as meat pies, kangaroos and Holden cars and for Len and Julie Reading it's proven a savior during what has been described as the worst ever drought in the Temora district in south-west New South Wales.

Len and Julie, who operate the Lejewel Square Meaters Stud at Trungley Hall, planted their first saltbush in 2004 and followed that 26 hectare experiment with a further 31 hectares in 2005.

"It has more than exceeded our expectations," Len said.

"I really don't know what we would have done without it as we've only had

181 millimeters of rain this year compared to an annual average of around 500 millimeters."

Saltbush is not cheap to establish, at a cost of around 23 cents a plant and a rate of 100 plants per hectare, but it is known to live to 100 years of age, and really does thrive on very little rain.

"You need to deep rip first and when you plant in late autumn you should give each plant a drink, but with follow up rain it really takes off," Len said.

"You can give it a light graze when it's about half a metre high at around 6 to 7 months, and by the time its 18 months old its ready for serious grazing."



Len and Julie Reading from Lejewel Square Meaters Stud have found their cattle are thriving on saltbush.

Len and Julie have found their 50 Square Meaters breeders have thrived on the saltbush.

"We're running a cow and a thumping big calf to a hectare and turning off calves at 12 to 14 months around 380 to 400 kilograms," Len said.

"Last year our best yearlings made \$700. They were full of muscle and well finished and certainly earned plenty of admirers at the sale yards."

"We have tried a few ways of grazing the saltbush but found to get the best results with the saltbush we cell graze the cattle and try to change cells every 3 to 5 days so we can try and get them back on the first cell in four to six months," Len said.

"It can be a bit of a challenge trying to run electric fences out in large paddocks and get water points setup but it has proven well worth the effort."

Len said that after Grazing the saltbush starts to leaf up as soon as stock are removed even without rain and keeps

growing.

And as we all know that everything grows better with rain so we are excited about the future of our saltbush once this drought breaks, of course to achieve the best results "Square Meaters cattle should be used".

Len said that saltbush is very high in protein — close to that of lucerne — but one small problem is that it is low in energy and needs an added source of energy. He said that can be achieved with grasses growing between rows but if there is no grass a supplement of energy such as grain or hay is needed.

If there is any downside to saltbush Len said it would be that sometimes he can't see his Square Meaters when they're in their cell.

"It can be a bit difficult to get the bulls out, but that doesn't really worry me when my Square Meaters emerge looking great. I wouldn't swap my Square Meaters and I wouldn't swap my saltbush - they really are a great combination," Len said. ■

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Mob: 0407 034 634

Stud principal is calling it a day

Ernie Stephenson, principal of Woolaringa Square Meaters Stud, advises that after 37 years, he has decided to call it a day and disperse his beloved herd of Square Meaters Cattle.

Woolaringa was established in 1970 as a Murray Grey stud, and over the ensuing 25 years continued to breed the original old style, medium framed early maturing cattle for which the breed had become famous. During the time Ernie stayed with a particular "type" and began to enter steers in various carcass competitions including Southern districts, Nowra and Dubbo where he met with considerable success from 1974 to 1978, when at the prestigious Homebush

Hoof and Hook event he took out the Champion carcass, Champion pair and Grand Champion carcass sections.

With the establishment of Square Meaters in 1996, the Woolaringa cattle were ideally suited to the desired characteristics of the breed, and Ernie readily made the transfer of his cattle to the new herd book. He resumed competing in 1999, and has since achieved placings in all nine shows entered, including Champion Dubbo 1999, Reserve Champion Dubbo 2000, and the outstanding Grand Champion carcass at Canberra 2004 with a heavyweight steer, when coincidentally Square Meaters were the feature breed. He also returned to



Woolaringa breeders have been sold into many Square Meaters studs across Australia.

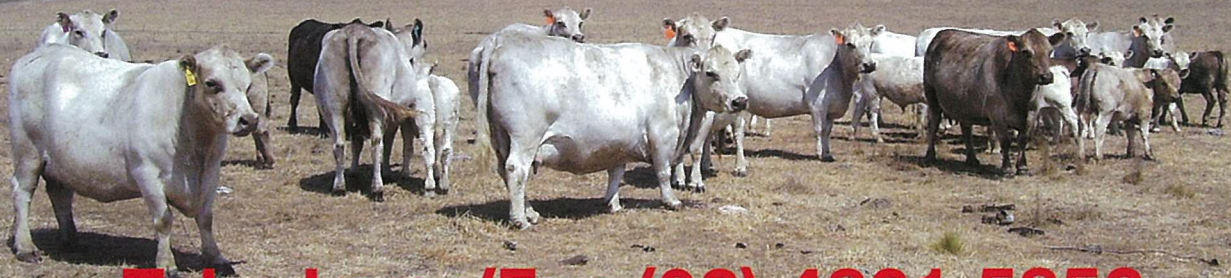
the Show ring, exhibiting several Royal broad ribbon winners, notably the outstanding mother & daughter Woolaringa Leane S18 and V23. Ernie has been meticulous in his attention to the health and husbandry of the Woolaringa cattle which, have been tested clear of

Mannosidosis, Brucellosis, Leptospirosis, Vibriosis, and Trichomoniasis. Selected sires and dams have been GeneStar tested with excellent results.

Ernie recently sold 30 head to Christina Ellnor and Paul Bruton of Victoria adding the benefit of these great genetics to their herd. ■

WOOLARINGA
SQUARE MEATERS
SQUARE MEATERS STUD

Bulls and females for sale



Telephone/Fax (02) 4821 5852

Ernie Stephenson - Woolaringa Square Meaters
65 Eleanor Street, Goulburn, NSW., 2580

Web: www.woolaringa.com.au Email: info@woolaringa.com.au



Crossing States with stud stock

Compiled by Peter Horne

The free flow of Square Meaters livestock between the states is important to the future viability of the breed in Australia.

In order to improve the flow of genetics across the Queensland border in both directions, an outline of the requirements of the Queensland Department of Primary Industries and Fisheries (DPI&F) is summarised on these pages.

Movement in and out of Queensland is relatively free.

DPI&F requires only one or two forms including a possible stop at an inspection station if

travelling to or from a tick area. This information has been condensed from information found on the DPI&F web site <http://www.dpi.qld.gov.au> and should be considered a guide only. Further information is also available by calling the DPI&F call centre on 13 25 23 (cost of a local call within Queensland) or +61 7 3404 6999 during business hours.

1. CATTLE HEALTH ENQUIRIES: All health requirements for the entry of stud stock into Queensland that cannot be answered by visiting the QDPI&F website should be directed to the Chief Inspector of Stock.

2. PRIOR NOTIFICATION:

Prior notice is only required for stock to enter Queensland when the stock are diseased or restricted stock. Where prior approval is stipulated, this must be obtained from the Chief Inspector of Stock.

3. BORDER CROSSING PLACES:

Stock may enter Queensland at any place and any time. However, staffed border crossings are to be found at Tweed Heads and Mt Lindesay.

4. CERTIFICATES:

4.1 Health Certificate A Queensland Certificate of Health/Waybill, which is available from other state departments or a NSW Rural Lands Protection Board, is required while cattle are travelling in Queensland.

4.2 Travel Permit : A Queensland Travel Permit will be required for

movement within Queensland for cattle which are:- (i) proceeding to a quarantine facility for export from Australia; (ii) travelling to a cattle tick clearing centre (when entering via Tweed Heads or Mt Lindesay); (iii) travelling out of the Cattle Tick Infected Area (when entering via Tweed Heads or Mt Lindesay); (iv) travelling to the Brisbane Exhibition Grounds; (v) suspect stock.

Queensland Travel Permits can be obtained by calling the DPIF call centre. The permit can then be faxed to the caller.

4.3 Waybill: An owner Waybill is required for all movements of cattle within Queensland.

This form is now incorporated in the Certificate of Health /Waybill mentioned previously. A copy of the Waybill must

CHEVY FARM SQUARE MEATERS STUD

Commercial Semen Available from:

Mandalong Ronald SM R24A

and

Chevy Farm Gladiator CVY Y2A

For any information on Square Meaters cattle in Western Australia contact....

**Domonic Auguste
at Chevy Farm**

Ph (08) 9571 8153

Mb 0415 871 482

or email chevyd2@hotmail.com



Chevy Farm Angel CVY A6A @8 mths

Sire - Chevy Farm Gladiator



be retained for 2 years at the point of origin and at the destination.

NB. The person in charge of the stock is required to fully and accurately complete the Waybill before undertaking their journey.

5. IDENTIFICATION:

5.1 Tagging: All cattle should be fitted with an NLIS tag before transportation in Qld.

5.2 Branding: All cattle, in excess of 100 kilograms live weight, being sold in Queensland at a commercial venue must be fire/freeze branded with a registered brand.

Stud cattle are exempted from branding when presented for sale at a recognised stud cattle sale or when being sold privately. ■

Chevy Farm highlights

A home grown Chevy Farm Square Meaters Heifer was auctioned off at the Perth Royal Show 2006 in the Led Trade section and was knocked down at a top price of \$1600.00.

Aside from the broad ribbon winners this heifer gained the highest price of 120 entries at \$4.29/kg live weight and dressed out at 64.5 percent.

Other Chevy highlights included Reserve Champion Interbreed Heifer Calf - Landmark Cattle Bonanza Heifer Show, Brunswick, Champion Female - Swan View Agricultural Show and Junior Champion Square Meaters Female - Brunswick Agricultural Show at 14 months and placed second in heavily contested interbreed of nine breeds. ■

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Square Meaters



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First impression is most crucial

By Graeme Singleton

Despite lots of advertising and promotion in the 11 years since the breed was developed there is one recurring question that continues to frustrate all of us — and that is “What’s a Square Meaters?”

Anyone with ‘Squares’ will undoubtedly reply - “The best bloody cattle you can get your hands on” - but the fact that the question was asked at all tells us that in a country with more than 40 recognised breeds of cattle competing to have an impact on the national herd, we must always be out there promoting our compact quiet achievers - ‘No ifs - just butts.’

Promotion is not a one-off thing - it is ongoing, and it must be done by as many breeders as often as possible for the future sustainability of our breed.

Royal Shows are without doubt the pinnacle of breed promotion, and all those who show at the Royals deserve our admiration, support and thanks. But you don’t have to take a second mortgage and break in a 10 head show team to be effective promoters of

the breed or your stud. There are many simpler, and cheaper ways to keep Square Meaters in the spotlight. Local shows and agricultural field days offer great promotional opportunities because they put you in direct contact with your primary market - other local cattle producers.

Having never shown I was challenged to participate in the Pro-Ag field days at nearby Macksville in September by of all people, a Red Poll breeder. My bull was the only Square Meaters in the cattle sheds and the first to ever be shown on the NSW north coast. Any apprehensions I had about the exercise evaporated very quickly as I was literally besieged by people wondering what my little grey bull with the very big butt actually was. I had put up a brag-board of photos but people still wanted to hear first hand what they are really like and what you can do with them. At the end of the day I’d organized for 4 different people to come for a visit to my place and I ended up selling 6 head as a direct result of Pro-Ag in the following weeks, and taking



A good photograph is important when promoting your stock to buyers.



A poorly presented photograph of your animal as seen here with nose cut off and standing awkwardley can have a negative affect on a buyer.

a forward order for a bull calf to be delivered when he was 12 months old.

Needless to say I’ll be preparing a small team for the ‘07 North Coast show

Windridge

SQUARE MEATERS KYNETON

Peter Brown & Lyn Ward

PO BOX 874
Kyneton 3444



TELEPHONE
03 5422 2329



JEMBELLA PARK

Michael & Jennifer Freund

‘Jembella’
Storks Road,
Glen Oak, NSW, 2320

Ph: (02) 4988 6368
Fax: (02) 4988 7000
Mobile: 0404 896 368

circuit. I support all 3 produce stores in Coffs Harbour and have built up a good relationship with all the staff, to the extent I can now put up posters advertising my stud and cattle I have for sale. I make sure the posters look professional, are laminated and the pictures on them are well taken and highlighting those attributes our breed offers to other producers.

When taking photos of Square Meaters or any cattle for that matter, there are a few tricks which will give you much better results. Take your time, and let the animals get accustomed to your presence in the paddock. Get down low - onto their level - and if possible set the animal standing slightly uphill and make sure there is nothing distracting in the background. Make the setting as aesthetically pleasing as possible and get the animal standing square. If the animal has a great butt or udder take the picture slightly from the back. Give a whistle or wave your free hand to get their attention so they are either looking at you or have their head in profile.

Compare these pictures of Buzz on the previous page. At eight and a half months he weighed 315kg and stood 105cm at the shoulder. Ask yourself which picture is going to catch the attention of prospective 'Squares' breeders.

The web is another cost effective way to advertise your stud or breed. The statistics for our website - www.squaremeaters.com.au are staggering. We are getting lots of hits each month - including quite a lot from overseas - and the saleyard page is helping many people sell cattle. It is cheaper than advertising in any of the major rural

weeklys but again the pictures have to be the very best you can take. Our website is comparatively cheap to access, and the more stud pages we have up helps to confirm that this is a breed on the move.

Errol Flynn once famously said the secret to success is success itself or the illusion of it. No-one wants to become involved with anything that doesn't seem progressive, innovative or successful. You generally only have one chance to impress, so make that first impression memorable.

At the end of the day you advertise so that people will buy your product and invariably with cattle that involves getting people to come to your place to check out your cattle.

Once again that first impression is crucial. You don't have to have a nice house or lush paddocks, but prospective buyers will inevitably take notes of any signs that you are succeeding or struggling. Make sure your yards are tidy and fencing in good order, and most importantly that your cattle are what you have advertised them to be. Only offer to sell them animals that they can see have the qualities that you are breeding into your herd. Sell someone a good animal and they will not only tell others but they will come back for more. Sell them an animal you should have culled and they won't return, and worse they'll tell everyone that Square Meaters are no good.

Stud breeding is after all a service industry, so get your product right and promote it as effectively as your budget will allow you to.

We have all made an investment in our own herds and our breed, so we all need to do our bit to give both every chance of success and sustainability. ■

Muurabay Square Meaters



the compact quiet achievers



with length milk and muscle



bred for paddock performance



Graeme Singleton
Coffs Harbour. NSW
02 6653 4770
0412 467 701
graeme@vpctv.com.au

Square Meaters over Shorthorn

By Ken Drane & Carol Bartley

In late October 2001 we purchased a Square Meaters bull from Thurlo Park to use over Shorthorn heifers to be joined at 15 months for spring calving.

Julie and David had named him 'Valiant' because his ear tag was V8. We named him 'Hollis'. None of Hollis's calves needed assistance at birth. The calves grew very well due both to the milking ability of their Shorthorn mothers and the fast growth rate and muscling of the Square Meaters breed. Good autumn rain meant we were able to sell the calves straight off their mothers at 9 months old for an average of \$800 each.

This was a price similar to what we would expect for our pure Shorthorn calves finished on grass at 12 to 14 months old. In 2003 we sent one Shorthorn steer and one Square Meaters cross bred steer to Billabong High School. The students who prepared them for the Royal Melbourne Show carcass competition did a great job with the Shorthorn steer placing 4th and the Square Meaters 13th out of the 43 steers in their yearling class.

The weight gain achieved by the steers is a credit to their preparation but on the day it meant both steers competed against steers up to 6 months older, so all things considered they did very well. That same year we



Square Meaters doing the job over Shorthorns. Proving their worth with zero assistance in calving.



also sent one of the Square Meaters cross bred steers to the Rutherglen Agricultural Society Feedlot Carcass Competition. Thirty head with many breeds and a variety of composites from 19 properties across north

eastern Victoria and south eastern NSW entered the feedlot trial. Of the 17 steers in the final our Square Meaters cross bred steer was equal first with three other steers achieving a carcass price \$3.50 per kilogram. ■

CHIPILLO

"As Good as it Gets"



Supplying Square Meaters cattle raised on the Queensland Darling Downs

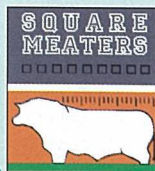
Peter & Jackie Horne

289 Wyangapinni Rd,
Pittsworth, QLD, 4356

Tel: +61 07 4693 3713

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Thurlo Park still winning consistently in the show ring!

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● **Thurlo Park Glow** 5th Senior Champion Female & Grand Champion Female

● **Thurlo Park Pecar** Reserve Senior Champion Bull

● **Sires Progeny Winner** Caloona Trouble Les T6A



THURLOO PARK SQUARE MEATERS STUD,
Cootamundra, NSW

David & Julie Thompson

Ph: (02) 6943 2241 Fax: (02) 6943 2243

Choice of breed was made easy

Story by Eric & Marlene Ross

Rosellinos Square Meaters Stud situated at Carbrook, Queensland was established in September 2005.

We selected Square Meaters as our choice of breed to form the stud because of the quality of animals displayed at the 2005 Brisbane Royal National Show.

Another benefit of the Square Meaters breed we found was the background information that this breed was bred from Murray Grey stock, that have over the years consistently won bone out competitions.

We decided, with the quality of the selected breeding for beef quality, conformation, reproduction

and growth traits Square Meaters have an exciting future.

The Stud commenced with the purchase of 3 heifers from the Darlea Stud by Mandalong Tomboy, then 3 more heifers sired by Mandalong Rambo and Woolaringa Ringo from Tony Cairns Rainbow Stud.

A further addition was made at the Camden Show and Sale in September 2006, where we selected Rainbow Puddin Z100 sired by Mandalong Rambo and in calf to Rainbow Zippity Doo Da.

The heifers have been selected for femininity, conformation and their constitution.

We would also like to



Eric and Marlene Ross chose Square Meaters cattle because of beef quality, conformation and growth traits.

thank other members of the Breed who were all very helpful in assisting us with information.

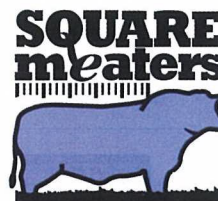
In particular, thanks goes to Jo Van Elten, Dawn and Bevan Voight and Tony and

Ellen Cairns. For more information Eric and Marlene Ross, Rosellinos Square Meaters can be contacted on (07) 3808 5863 or mobile 0409 068 222. ■

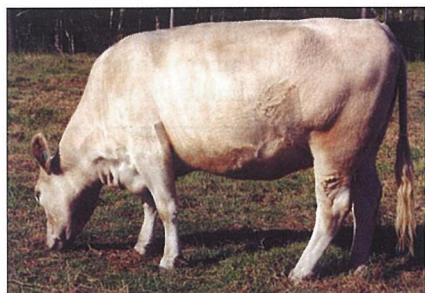
Rosellinos

**Square Meaters Stud founded on
Bloodlines from "Rainbow & Darlea"**

Stud est 2005



**"We plan to buy the best
Then breed the rest"**



Sire Mandalong Tomboy

Eric & Marlene Ross

Ph: (07) 3808 5863

Mob: 0409 068 222

Sires of Foundation Heifers

- ◆ Mandalong Rambo
- ◆ Mandalong Tomboy
- ◆ Woolaringa Ringo



Sire Mandalong Rambo

**All Sires to be used in our
Future Breeding program**

**Mandalong Rambo
Vesco Victory March
Vesco Yes Man**

Rosellinos Square Meaters Stud - 1962 Mt Cotton Rd, Carbrook, Qld, 4130

Operating on a small holding

By Christine Wade

Despite the turmoil of the past few years, one thing has remained constant, and that is our cattle. Looking back on the article I wrote for the first edition of this magazine, it is reassuring to see that our expectations of their performance were realistic.

In these difficult times, Square Meaters cattle have proven themselves on both a performance and management level. In this article, I would like to address the issue of accountability, and then put forward our business plan as an example of how a Square

Meaters stud operates on a small holding.

We have 40 acres at Mangrove Mountain, which is at 300m above sea level on the Central Coast of NSW. We bought the property in 2000, and purchased our first Square Meaters cattle in 2001. We had done a lot of research into viable farming opportunities for smallholdings, from Boer goats to alpaca to cattle, and had read a fair bit about Square Meaters. During this research phase we went to an on-property auction just to "have a look". When we saw the cattle we couldn't help ourselves. They met all

of our criteria so we bought two 3-in 1 packages (cow with calf@ foot, and in calf again). Five years on, we have a thriving Square Meaters stud, and have never regretted our impulse buy.

Our research into the best breed for our purposes gave us a set of criteria that we felt needed to be met for the breed to be considered suitable. Five years down the track, ensuring those criteria were met means that now when we are talking to potential buyers we can stand by the assertions we make in regards to performance and manageability. This is what I mean in my reference to accountability: a return customer is a satisfied customer, and is a measure of the success of the product. The following is the criteria we set for ourselves when researching the most suitable breed for our purposes.

1. SAFETY:

- Polled cattle: Farms are inherently dangerous places, and are the number one on the list of sites for serious childhood injuries. Our first criteria was for polled cattle, and when you are in the yard with a mob of cattle, I don't want any sharp pointy bits sticking into me thank you very much. As a GP I have seen the injuries caused directly by horns,

and injuries sustained whilst de-horning cattle. I find that concept ludicrous in fact, my philosophy is that all the processes we undertake should have a purpose, and should be streamlined. If not risk free, the processes should be as low risk and uncomplicated as possible. Why purchase a product that requires modification? (Why purchase cattle with horns and then take their horns off!!!)

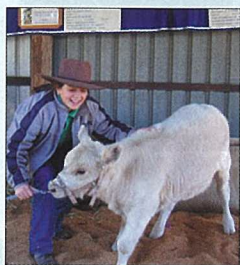
- Temperament: A lot has been written and said about the temperament of Square Meaters cattle, so I need neither repeat nor re-iterate it.

- Size: Square Meaters cattle are neither small nor miniature (they are in fact in the words of Goldilocks "just right"). Their compact size is a safety feature in the yards primarily because an adult can see over the back of the cattle. This is of importance in ensuring the smooth movement of the cattle through the yards when undertaking herd management tasks such as immunising, drenching, tattooing etc.

2. FERTILITY:

All of the blurbs about the different breeds seem to make the same claims, "high fertility, easy calving, good milkers". This is because these are the desirable properties deemed

QUEENSLAND SQUARE MEATERS BREEDERS GROUP



CHAIRPERSON: MS Jo VAN ELTEN

VESCO SQUARE MEATERS STUD
TEL: 07 5426 8137

TREASURER: DAWN VOIGHT

WARRILL CREEK SQUARE MEATERS
TEL: 07 5467 3447 MB 0407034634

SECRETARY: MR BILL DELAFORCE

DAMVIEW SQUARE MEATERS
TEL: 07 5546 8337

Further contact details for Queensland Square Meaters Breeders Group members to be found at www.squaremeaters.com.au



Elendee

Cattle on the Monaro

"Lindendale", Anembo, NSW.

Square Meaters

Elendee Sunburn

- ◆ Interbreed Grand Champion Bull, Bathurst Royal 2006.
- ◆ Interbreed B Grand Champion Bull, Canberra Royal, 2006.

John Hodgson & Fiona Neumann

Ph: 0417 349 817

Fax: 02 6239 4960

Email: kissit@webone.com.au

to be vital by individuals and breed societies when selecting breeding stock. The skill is to determine which breeds are actually meeting these claims.

Thus far in our five years having had over 60 individual females run with a bull, we have culled two females for failing to fall pregnant. One was barren; the other actually had a calf but contracted endometritis (infection of uterus) and failed to fall pregnant again. In our experience the high fertility claims for the breed can be supported wholeheartedly.

When growing up I witnessed many calves being pulled, and it remains a hauntingly abhorrent memory. Thus, selecting for easy calving has been one of my top priorities. I work off farm, and I do not have the time to be monitoring my stock to the extent that I can intervene if they have trouble calving. They do it on their own, or not at all. Thus far, we have had only one incident, and that was due to our own lack of experience. We took two cows that were due to calve to the Royal Canberra Show much to the horror of the other breeders. One girl calved in the truck en route, and the other poor girl was tied up for 5 days, and then hauled home in the truck prior to calving. Her calf

was in the breech position, and needed to be assisted. This was because the cow hadn't had the opportunity to walk around prior to delivery, which encourages the calf to turn into the proper delivery position. The fortunate result of live mother and live baby under these circumstances certainly consolidated the claims of "easy calving". In the paddock we have had 100% unassisted births. The reasons for the easy birthing characteristics lie in the combination of the small birth weight of the calf, correct roomy conformation of the maternal pelvis, and flat paternal shoulders. This combination reduces the risk of dystocia and obstructed labour.

Some other breeds may have superior milking statistics when compared to Square Meaters but at Silver Gully all our cows have successfully fed their calves. We have had one episode of mastitis in an unled cow 3 days post partum, and again this is where temperament is so important. Due to the placid nature of the cow we were able to lift the calf into the back of our 4WD where she lay resting on the kids lap. The mother then followed the car up to the yards. We then milked her out and fed the milk to the dogs. We were then able to



Silver Gully Stud promotes Square Meaters at many shows and field days around NSW.

put the calf onto the teat, and after a night together in the yards, mother and baby were discharged back to the paddock the following morning. The reason for not feeding the baby the milk was that she had already had the benefit of the colostrum, and by putting her onto the teat she drained the congested udder. All of our calves have thrived with no need for supplementary feeding which is consistent with the claims made about the good milking characteristics of the breed. Square Meaters carry their ancestral Murray Grey's universally acknowledged qualities of being sweet mothers with gorgeous babies.

The size of the newborn

calf is probably the feature that has the most impact on the ability of heifers to calve down unassisted. All of our calves have been <27kg, with a very tight cohort weight range around 22-25 kg.

3. FINANCIAL RETURNS:

We chose to breed stock rather than buy and fattening steers primarily because the initial financial outlay was less than buying a consignment of steers to fatten. To make any kind of useful profit with steers you need to purchase a large number. By purchasing cows and calves we could grow our own profit.

Over the past 5 years we have set up two different markets. The first is in selling stud stock, mainly 3-



Silver Gully Estate

Breeding Cattle of Distinction

The Wade Family
 Mangrove Mountain, NSW, 2250
 Ph:(02) 4374 1300
 Mob: 0408 437 977
 peterwade@bigpond.com

in- 1 packages, ie PTIC (pregnancy tested in calf) cows with a calf at foot. The advantage to the purchaser with this package is that you have a product with proven fertility and calving ability, another one on the way, and another potential breeder in < 2 years time. Thus potentially increasing your herd size from 2 to 5 in <2 years. By purchasing a cow, you have an animal that already knows what gates and fences and laneways and yards mean; rather than a pack of unruly steers who have no older herd animal to keep them under control.

Our market for stud animals have been in the past come from enquiries resulting from our attendance at field days and holding 'on-farm' open days.

Our second market is in the sale of our own steers for meat to local purchasers.

We grow our own steers, organise the transport to slaughter, and then onto a local butcher to be dressed and packaged. The animals (or a proportion) are presold prior to slaughter, and are collected by the purchaser directly from the butcher. The purchaser has the option of instructing the butcher in their specific demands eg some people like roasts, others like more mince. Some people like silversides, others want minute steaks. The demand for this product, grass fed beef raised in a biologically sustainable fashion, outstrips supply. We are unable to produce enough steers to sell to our consumers, and leave enough for ourselves!

With two separate products (cows & calves and steers), we are able to meet market demands. Thus far, Square Meaters

have not let us down in the quality of the product. Currently due to the drought conditions demand for livestock is low. This has certainly pushed prices down, making it an ideal time for anyone seeking to enter the market. Quality stock is available at bargain prices. "There's certainly never been a better time to buy"

4. DO-ABILITY (the ability to do well in adverse conditions). Strictly speaking this is not a quality we had listed in our original criteria, because until we actually started to breed cattle, we were unaware of the importance of this characteristic. It is only as our herd size has increased, and the conditions have worsened that we have become fully aware of the vital importance of the need for cattle to be able to make gains despite the poor conditions.

On small acreage, I believe that if you are going to fully utilise the pasture during times of plenty (spring-early summer) you need to accept the need to feed out some hay during the winter. The alternative is that if you carry only enough stock so that your winter feed is adequate, then you will have excess feed in the summer months. Other

options are to sow a winter crop such as oats to see you through the winter months. The ability to maintain their condition through the sparse feed times is one of the hallmarks of the breed. This is what the breeding stock have been selected for over time by the founders of the breed. Even within your own herd, individual variations will demonstrate which animals have better "do-ability" than others.

By taking into consideration other heritable traits, such as temperament and conformation, the breeder is able to select and keep those animals that bear these desirable characteristics, thereby increasing the quality of the herd whilst keeping the absolute numbers of animals in the herd to a manageable level for the amount of land available. I am really pleased to be able to stand by the claims we make about our animals. Five years down the track, I am as impressed by the cattle as the first time I saw them.

I love my cows, and the kids and I are keen to keep up our participation on the show circuit. ■

Condensed version - for a full extract of this article please visit www.silvergully.com.au.

Quality is important

Rob Walkers Square Meaters cattle enterprise is conducted at Tarampa in South East Queensland.

After being introduced to Square Meaters cattle at Jo van Elten's Vesco Stud in the neighbouring Prenzlau district, Rob was impressed enough by their "doing" ability to purchase some Square Meaters females of his own, plus the grand old Queensland foundation Square Meaters sire "Liath Atholl Pitreavie".

Rob's main interest is in the quality of the beef he can produce and he is experimenting with Square Meaters bulls over all types of crossbred females. His last two butchered steers were both only 14 months old and the Square Meaters x AIS steer dressed out at 267 kilograms of beef that still has the butcher singing the praises of the Square Meaters meat. ■

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Cattle exceeded our expectation

If the secret to success is to get a premium price from your product, and to get that dividend quickly, then Square Meaters are more than fitting the bill for Victorian breeders Emma and Glen Joy.

Emma and Glen conduct the Highbury stud at Fish Creek in South Gippsland, but it's the performance of their commercial cattle which is confirming their belief in the potential for Square Meaters to play a key role in the national herd.

"We're very selective about the bulls we keep to use or sell to other breeders, but we're finding those that don't measure up are making us great money as steers," Emma said.

"We fatten our steers on grass and this year were delighted to be able to send them to market fully finished and weighing up to 500 kilograms at 14 months of age."

"They have exceeded our expectations by making up to \$1000 which is a great return per head and per hectare."

"When we first sent steers to the local market we informed our stock agent that we wanted our cattle to be advertised and sold as Square Meaters and not greys," Emma said.

"We were more than happy then when we found out that our stock agent had actually given a short speech about our breed and their benefits. It paid dividends when we topped the market and immediately had enquiries about direct selling to processors."

"Since then we have come



Square Meaters cattle are more than fitting the bill for breeders Emma and Glen Joy from Highbury Square Meaters.

to see the breed at its best and doing what it was bred to do," she said

Emma urged other breeders to follow her lead and only keep their best bulls, and to actively market their steers

"Don't forget about the benefits of positive advertising and there is no better ad than selling quality animals at the saleyards."

"Square Meaters were bred to be grass fattened for the domestic beef market and this should be where we should be looking."

"And don't forget, sell Square Meaters as Square Meaters and we will all reap the benefits," Emma said.

For more information Emma and Glen can be contacted on (03) 5683 2295 or mobile 0417 142 049. ■

HIGHBURY SQUARE MEATERS STUD



Breeders of Quality Cattle from Diverse and Proven Bloodlines.

Stud and Commercial Cattle for sale



**Contact: Glenn & Emma Joy
Fish Creek, Victoria
Ph: (03) 5683 2295
Mob: 0417 142 049**

Guide to buying Square Meaters

By Graeme Singleton

Before buying Square Meaters visit as many breeders in your area as possible to compare stock and see how they manage their cattle. You could also attend a field day held by the local promotion Group to broaden your knowledge. (The Square Meaters Cattle Association will be happy to give you the names of Square Meaters owners in your area and the relevant Promotion Group).

Things to consider: Have you sufficient land and feed to support your purchase?

Are there any local by laws about the animals you can keep on your property?

Cattle are herd animals and prefer company ... will you have room for at least a couple of animals.

Showing: Shows can be fun and they present an opportunity to meet Square Meaters breeders where you can compare your animals with some of the best.

Important considerations: Do you wish to begin your breeding programme with registered stud stock or commercial cattle? The Square Meaters cattle Association has a commercial appendix which allows you to grade up to registered stud stock by the use of stud bulls over four generations. What age do you want? If you purchase a mature cow you can see

how she has grown out but ask about her fertility and her calving history such as when she first calved, and how many calves she has had and when. You also should ask which bull she is in calf to and if possible inspect him. Ask whether the breeder will guarantee her to be in calf. Many people want to buy heifers but if she is not in calf ask the breeder whether he or she will guarantee that she will breed. Also when you buy a heifer there is no record of whether she will calve easily or produce enough milk to feed her calf to its full potential. Whether you want to buy a cow, bull or calf you will want to know its temperament and ease of handling. Ask how does it react to other stock and to people or whether it is halter trained? Enquire about an animal's veterinary history and if possible get a written vaccination record. You will pay more for top quality animals, show winners, unusual blood lines and halter trained stock but generally they are worth it.

You must check: Does the animal conform to the breed ideal? Is the animal registered and can it be transferred? If the animal is registered the vendor will be able to show you the registration papers. If it is not registered, the sale



Whether you buy a cow, bull or calf you need to know its temperament and ease of handling

should be conditional on the animal being accepted for registration and all expenses including transfer fees incurred paid by the vendor (unless otherwise agreed).

The tattoo: The stud prefix should be in the animal's left ear (your right hand side as you face the animal) as well as the year letter and animal's herd number. Check these letters and numbers against the registration papers. If the animal is to cross a state border, there may be regulations regarding blood tests and immunisation. Delay may occur with veterinary testing and paperwork.

Choosing a sire: Whether you intend to use natural service or artificial insemination, it is important that you make enquiries about the proposed sire (registration, temperament, conformity to standards) Ask for photos. Ask about any progeny. A bull has an

enormous impact on any herd, so make sure you buy the best you can afford. Ask what guarantees are offered in relation to the bull's fertility, structural soundness and temperament.

Finally we strongly recommend you join the Square Meaters Cattle Association and through it make contact with your local promotion group who will be only too happy to assist and advise. Once you've decided to buy, negotiate with the vendor about transportation, in particular who will organise for the movement of your animals and who will pay for their transportation. Get the vendor to write you an invoice setting out clearly what the purchase prices covers so that all parties know exactly what the deal is. This avoids disputes at a later date. If you pay for commercial cattle, you get commercial cattle. Don't expect the vendor to transfer cattle to you if you pay commercial prices. ■

"OAKVALE"
SQUARE MEATERS
WONDAI, QLD

Bulls & Females For Sale: Vesco, Woolaringa, Mandalong bloodlines

Contact: Gary & Heather Sewell, 215 Kangaroo Yard Road, Wondai, QLD, 4606

Ph/Fax: (07) 4168 4977 Email: oakvalesquaremeaters@bigpond.com

A real first for a South East stud

By Ellen Moffat

Reading an article in the Elders Weekly pre-royal show edition of 2002 proved to be the discovery of some very special cattle - you guessed it - Square Meaters Cattle and then began the journey to where we are today - converting our mixed Shorthorn and Murray Grey cattle to stud and commercial Square Meaters Cattle on our 120 acre property just west of Esperance in Western Australia now known as Kilayr Square Meaters, the first Square Meaters Cattle in the south east of WA.

We visited the Perth Royal Show in 2002 and were very impressed with these very special bovines, we all fell in love with them and realised the value they would add to our cattle programme. We then started planning to introduce them to our property and we set a two year time frame for this to happen. We had to travel over 500 kms just to see Square Meaters Cattle studs, the children and I traveled to Albany in 2004 and on to visit Trepid Park Square Meaters Cattle stud at Frankland. Then in that December my husband Adrian and I visited the Malolo Square Meaters stud

at Boyanup (700 kms travel) and settled upon some cows in calf.

Our first cow/calf and 3 heifers were purchased as my Christmas present for 2004 from Tony & Julie Vander Loop of Malolo Square Meaters at Boyanup and all but the youngest heifer calf were due to calve from April 2005. They were trucked down to our Kilayr Square Meaters Cattle stud in Esperance 2 months later and we then waited for our first baby - a bull called Apollo who was closely followed by heifers Athena and much later Attitude and Ashanti.

We watched the growth and development of our babies comparing them to the development of our commercial cattle by our old Murray Grey bull. Apollo was showing true characteristics of the Square Meaters Cattle from an early age, he was chunky and shorter legged, an improvement on his commercial mate's considerably leggier growth! The heifers also developing the feminine qualities along with the typical shape and style of a Square Meaters calf. Sometimes, things do not go right and our first attempt at artificial insemination in 2005 was

not successful with only a handful of commercial cows calving in 2006. Apollo was just mature enough to commence stud duty in 2006 and he was joined with the cows on a rotation basis over a period of time, we look forward to lots of his calves both commercial and stud in 2007.

This year we have taken advantage of the stud book still being open to Murray Grey cows and thereby introducing a new blood line into our breeding stock.

We have recently purchased three smaller style Murray Grey cows with calves at foot to add to our Square Meaters herd. (A birthday present to me in 2006). Two of these cows have been artificially inseminated to Wongonbra Pride, successfully we hope.

Well, sometimes things just happen at a time when you have little choice, in the last week of October and whilst I was away at a conference, we received a phone call about a bull by

Meta Park Toy Boy being dispersed from Julimar Square Meaters of Toodyay. We successfully negotiated to purchase the bull Julimar Mr Wake for our stud and he arrived the following week, settled in with our old milking cow for company, much to her disgust and then there was rivalry of paddock sharing with our now demoted junior bull Apollo!

Now will come the testing time for us to breed the best Square Meaters Cattle in the south east of Western Australia with the blood lines we have gathered and we continue to talk to locals about these amazing cattle encouraging them to take up the challenge and breed Square Meaters.

In 2006 many farmers in our areas were suffering considerable losses due to calving problems. As a result we have commenced to promote the use of Square Meaters bulls especially over first calf heifers of any breed. ■

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photo courtesy Silver Gully
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Kilayr Square Meaters

Adrian & Ellen Moffat

PO Box 1271, ESPERANCE WA 6450

Phone: (08) 90765059

Email: moffs@westnet.com.au

Junior Handlers: Courteney & Marcus Moffat

Thankyou to the Square Meaters exhibitors at the Perth Royal Show of 2002, in 2005 we purchased cows from Tony & Julie Vander Loop of Malolo Square Meaters.

Kilayr Square Meaters proudly producing:

Low birth weight, easy calving, early maturing progeny with medium sized cuts suitable for the Australian gourmet beef consumer, restaurants & at home.



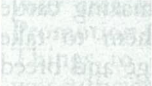


Square Meaters Regulations

(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	Grey	Dark
		

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.

For Show Purposes only:

Only Class A animals may be exhibited at Agricultural Shows. A further height restriction applies to exhibited animals at 18 months of age. Bulls may not be more than 120cm and females not

more than 115cm. Should an animal grow beyond these limits after 18 months, they will remain Class A and be eligible for showing. These restrictions do not apply to carcass classes.

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 licence semen the bull must pass all the relevant health protocols and be collected in an approved AB centre. 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 either case the Bull must be DNA tested.

Embryo Transfer:

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

Multiple Birth:

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

Commercial Appendix:

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

Stud Murray Grey Females:

Registered Murray Grey females may be included in the Herd Book as Class B. Progeny of these females by registered Square Meaters Bulls are eligible to be registered as Square Meaters, providing all other requirements of the breed are met. Herd book currently open to registered Murray Grey females until 30-06-07.

SQUARE MEATERS REGISTRATION & FEES SCHEDULE

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

A: BULLS

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

B: HEIFERS:

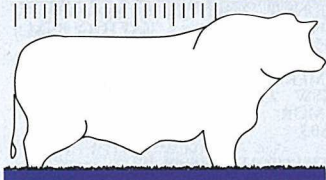
- (1) Birth - 3 months Interim registration...\$ 20
- (2) 12 mths up to 15 mths. & Calf MUST be measured and registered according to frame score system. Class "A" & "B"\$ 30
- (3) 15-18 months.....\$ 55
- (4) 18 months & up to 21 months. Calf MUST be measured and registered according to frame score system.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

- 1. Membership Entry Fee.....\$100
- 2. Annual Membership Fee.....\$150
- 3. Transfer Fee (bulls and females).....\$ 80
- 4. Donor female registration.....\$ 50
Donor females and bull used on the donor cow by natural service or artificial insemination must be DNA tested. DNA test must be received by this office prior to ET work
- 6. Transfer of recipients.....\$ 50
- 7. Licenced semen must be registered.....\$500
And the bull must be approved by the Board of Directors. The bull must be DNA tested prior to any semen being sold.
- 8. Shares in bull per share.....\$ 50
DNA test must be forwarded to office prior to selling shares
- 9. Commercial appendix registration.....\$ 20
Foundation & calves
- 10. Commercial Appendix transfer.....\$ 10

Registration fees have not increased if the registration process has been completed prior to the animal becoming 15 months of age i.e. measure at 12 months and 3 months to forward paperwork to office.

Square Meaters Membership

**SQUARE
meaters**



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

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

APPLICATION FOR MEMBERSHIP

APPLICANT'S NAME

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

PROPERTY ADDRESS

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

POSTAL ADDRESS

..... POST CODE

TELEPHONE FAX.....

EMAIL

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

1
2
3

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

1
2
3

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

I / we wish to become a member of the Association and agree to be bound by the Provisions of the Memorandum and Articles of Association, and Rules made pursuant thereto.

Signed Dated.....

Please enclose a cheque for \$250.



Square Meaters Cattle As

NSW & ACT MEMBERS LIST:

AMARCO SQUARE MEATERS STUD
COFFS HARBOUR PLAZA NSW 2450
PREFIX: AMARCO TATTOO: DRC
TEL: 02 6656 4680

AMIS PTY LTD
JASPER'S BRUSH NSW 2535
PREFIX: SANDRIGHAM TATTOO: SP
TEL: 02 4464 2365 FAX: 02 4464 2356

MR RJ & DR JM BARBER
LOCHINVAR NSW 2321
PREFIX: SILVER BELLE TATTOO: JJB
TEL: 02 4998 7388 FAX: 02 9872 9452

BARKER COLLEGE
HORNSBY NSW 2077
PREFIX: KURAJONG TATTOO: BAR
TEL: 02 9847 8280 FAX: 02 9477 3556

BEDE POLDING COLLEGE
SOUTH WINDSOR NSW 2756
PREFIX: MERIKI TATTOO: MRK
TEL: 02 4577 6455 FAX: 02 4577 4538

MR G BERRY
DUNGOG NSW 2420
PREFIX: SPRING VALLEY TATTOO: SPR
TEL: 02 4959 1988

MRS M BOHM
TABLETOP VIA ALBURY NSW 2640
PREFIX: KELKETTE TATTOO: KPM
TEL: 02 6020 3211 FAX: 02 6020 3213

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PREFIX: WOLLEMI S/M TATTOO: KAB
TEL: 02 6775 5553 FAX: 02 6775 5518

MR C & MRS J BRYSON
MITCHELLS FLAT NSW 2330
PREFIX: WEARAWEE TATTOO: WW
TEL: 02 9456 1390 FAX: 02 9456 5778

MS F CARTER
COOMBA PARK NSW 2428
PREFIX: ROSE POINT TATTOO: RP
TEL: 02 6554 2421 FAX: 02 6554 2421

MISS B CHESTER
COOTAMUNDRA NSW 2590
PREFIX: BRODEA TATTOO: BKC
TEL: 02 6942 4956 FAX: 02 6942 4956

MR J CONNOLLY
BROKE NSW 2330
PREFIX: 88 HILL STREET TATTOO: 88H
TEL: 02 9232 1033 FAX: 02 9235 3690

COOTAMUNDRA HIGH SCHOOL
COOTAMUNDRA NSW 2590
PREFIX: BAILEYANA TATTOO: BLY
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The economics of owning a cow

Traditional Capitalism:

- * You have two cows
- * You sell one and buy a bull
- * Your herd multiples and the economy grows
- * You sell them and retire on the income

American Capitalism:

- * You have two cows
- * You sell three of them to your publicly listed company, using letters of credit opened by your brother-in-law at the bank, then execute a debt/equity swap with an associated general offer so that you get all four cows back with a tax exemption for five cows. The milk rights of the six cows are transferred via an intermediary to a Cayman

Islands company secretly owned by the majority shareholder who sells the rights to all seven cows back to your listed company. The annual report says the company owns eight cows with an option on one more. You sell one cow to buy a new president of the United States leaving you with nine cows. No balance sheet is provided with the release and the public buys the bull

An Australian Corporation:

- * You have two cows
- * You sell one, and force the other to produce the milk of four
- * You are surprised when the cow drops dead.

A French Corporation:

- * You have two cows
- * You go on strike because you want three cows

A Japanese Corporation:

- * You have two cows
- * You redesign them so they are one-tenth the size of an ordinary cow and produce 20 times the milk
- * You then create clever cow cartoon images called Cowkimon and market them worldwide

A German Corporation:

- * You have two cows
- * You re-engineer them so they live for 100 years, eat once a month and milk themselves

A British Corporation:

- * You have two cows
- * Both are male

An Italian Corporation:

- * You have two cows, but you don't know where they are
- * You break for lunch

A Russian Corporation:

- * You have two cows
- * You count them and learn you have five cows
- * You count them again and learn you have 42 cows
- * You count them again and learn you have 12 cows
- * You stop counting them and open another bottle of Vodka

A Swiss Corporation:

- * You have 5000 cows, none of which belong to you
- * You charge others for storing them

A Chinese Corporation:

- * You have two cows
- * You have 300 people milking them
- * You claim full employment, high bovine productivity and arrest the journalist who reported the numbers

A New Zealand Corporation:

- * You have two cows
- * The one on the left is kinda cute. ■

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Heading in the right direction

By Tony Cairns

Well, here at Rainbow Valley, as just about everywhere else, this seemingly interminable drought drags on and continues to place a dampener on not only our stud activities, but we believe it is also retarding the expansion of our breed into the marketplace at large.

Despite the fact that we have been encouraged by a number of enquiries and good sales not only in the South Eastern regions of NSW, but also into Northern area, Victoria, and WA as well, a constantly recurring comment from many

prospective buyers and people interested in entering the breed is their hesitate to invest in stock because of the uncertainty of what lies ahead associated with the ongoing seasonal conditions.

Adding to the travails caused by the drought, we suffered yet another sire loss when the proven performer, Upstart was lost in a paddock incident related to feeding necessitated by the drought, and was a salutary reminder of the care that has to be exercised when supplementary feeding stock in other than normal conditions.

Because of the retirement of the long serving Woolaringa Ringo and his



An excellent example of 'true to type' and conformation which is displayed in Rainbow cattle.

son Valance, there has been a substantial revision of the sire battery. The seemingly ageless Rambo continues to be the cornerstone of our program, strongly backed up by sons Yucatan and

Zachary, both also Sydney Royal Grand Champions, Zippity Doo Da who is a grandson of both Rambo and Ringo, and Vesco Yes Man who is providing a very strong outcross in the

More Meat on Four Feet! The Australian GREY

Champion Progeny



Rainbow Estate Yucatan



Rainbow Estate Marie Y15



Mandalong Rambo



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Rainbow Estate Xocet: Senior & Grand Champion Bull, Group B Interbreed Champion Bull Royal Canberra Show 2004 (Feature Breed). Senior & Grand Champion Bull Royal Canberra Show 2005
Rainbow Estate Xanadu: Junior Champion Bull, Royal Canberra Show 2004 (Sold: to Kelkette Square Meaters Stud 2005 \$12,500)

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

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

Rainbow Estate Maree Y15: Senior & Grand Champion Female, Group B Interbreed Champion Female Royal Canberra 2005. Reserve Senior Champion Female Royal Sydney 2005

Two bulls not over 24 months Royal Sydney 2004 (Xanadu & Yucatan) **Sires Progeny Group** Royal Sydney 2004

modified line breeding program being used here along the lines advocated by Rick Pisaturo, and used successfully for many years at "Mandalong Park" where the breed began over fourteen years ago. We continue to be very satisfied with the results of this program since it began with the arrival of Rambo in 2000.

Gratifyingly, but of somewhat lesser importance, has been our continuing success in the Show Ring where we achieved somewhat more modest results at Canberra and Braidwood, but were delighted by our performance at Sydney where we achieved the hat trick of taking out the Sires' Progeny (Rambo) and the most successful exhibitor ribbons for the third year in a row. In addition to a number of class winners in both female and bull classes,

Zachary took out Junior and Grand Champion Bull, following in the footsteps of father Rambo, and big brother Yucatan.

Although we have not to this point actively participated in Steer competitions, we continue to believe that the future of our breed lies in pursuing our mission to become Australia's pre-eminent domestic beef carcass breed. With that in mind, coupled with our enthusiasm for the participation of school's in steer competitions, we again donated a number of steers to Braidwood Central School, Bede Polding College and Galston High School and six of the ten Square Meaters at Sydney came from here. We are very grateful the role played by these fine and enthusiastic students in putting our breed forward, and congratulate them on their performance. We

would encourage as many fellow breeders as possible to seek out interested schools and donate steers to this positive and rewarding activity.

In September, we participated in the Association and breed's inaugural Show and Sale, coupled with our first Junior program event, both of which were very successful initiatives and laid the foundation for any future such events. As part of our belated and somewhat urgent preparation, we had to enlist the assistance of the students from Bede Polding College and Braidwood Central School who each were asked to break in five heifers in less than four weeks, and did a great job not only in doing so, but also in their contribution on the day itself. We are particularly grateful to our long serving Secretary

Cheryl Mott without whom the event would never have occurred, and also to the Braidwood students who worked tirelessly assisting with both the set-up and clean-up before and after the event.

In conclusion, despite the restraints imposed by the drought we retain our enthusiasm for the great advantages of these cattle and the future of our breed. We intend to continue to strive to breed the type and style of early-maturing, well-muscled (beef), compact, medium framed cattle developed and presented by the breed's founder Rick Pisaturo in 1996, incorporating a modification of his recommended line breeding program in order to achieve our objectives, and to promote the advantages of the breed in the carcass and cross breeding areas of the industry. ■

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Square Meaters ... Naturally

By *Glen Jackson,*
Gleannholme Stud, NSW.

I have always lived life outside the square. So what does outside the square really mean? Thinking, acting and working differently to mainstream society. A deeper thought and understanding process of the rhythms and cycles that control or effect our world, our ecology and our being. It can lead to all sorts of trouble and misunderstandings with others but immense personal satisfaction. In the case of cattle breeding, outside the square means everything that effects or influences my cattle; that is everything outside the Square Meaters.

We established our herd in June 2000 on a rented farm and registered our prefix in October 2000. The herd grew slowly at first but as we purchased more heifers and a foundation sire, the growth was increased and we needed a more permanent home for them. Three blocks, a few kilometres down the road, had been subdivided from one farm and had been on the market for some years. We chose the block with the best water, above and below ground. The property had been flogged out by the previous owner with set stocking and overstocking. In many places only subsoil was left to grow grass but I knew how to regenerate the place using 'tools' (concepts that are practiced) to manage the four fundamental processes that drive our ecosystem (water cycle - community

dynamics - mineral cycle - energy flow). We could talk in great detail about these but not this time. However the water cycle is the circulation of civilization's life blood - community dynamics is the ever changing patterns in the development of living communities - the mineral cycle is the circulation of life-sustaining nutrients - and energy flow is the flow of fuel that animates all life (Allan Savory - Holistic Management). Regenerative farming is a higher level of management than mere sustainable farming, it is a practical management system not just a broad-based generic theory. In our case it combines holistic management and biodynamics.

We have always used organic and non-conventional farming methods and were drawn to the principles of Rudolf Steiner's biodynamics, Allan Savory's holistic management, PA Yeoman's keyline, and the local ideas of Peter Andrews which is leading to the re-establishment of the chains of ponds in the creek.

Setting up cell grazing requires many paddocks with water in each one. The cost of pumping and stock troughs was restrictive for us so using existing dams we 'wagon-wheeled' the paddocks around the dams at the same time creating an 'S' shaped laneway up through the property with the cattle yards in the middle of the farm. Fences are two wire electric running at about 6000 volts off a mains power energizer.

The ease of management this has created allows more time for the real work. Cattle are unable to cross into other paddocks through the dams because the electric wires are

are capital improvements or input expenses which return or improve profit from your enterprise. "B" expenses are capital improvements or input expenses which do not return profit from the



'floated' just above the water across the dam.

No matter how full the dam, the wires are always just above the water. (This has stopped all cattle except for one adventurous young bull that would swim and duck dive under the wires to get to some heifers - any heifers!) We hit a snag with kangaroos busting the steel wire fences when they bounded through the paddocks so we installed Gallagher Turbo Braid Wire which is more flexible and have not broken a fence from roos since (a little more expensive but count the cost of restraining and replacing steel wire fences every week). The cost of a two wire electric fence and gates as shown in 2005 was



approximately \$ 800.00 per kilometre.

We use a system of A. B. C. expenses. There are three different expense and/or cost categories. "A" expenses

expenditure, and "C" expenses are operating (or fixed) costs which cannot be avoided such as rates etc. Only ever spend on capital improvements or expenses that will generate profit from your property.

Each week an amount is set aside from my off-farm wage for fencing and earthworks to develop our property, and little by little the plan comes together and becomes a reality. It is so rewarding to make it all happen... but you must be patient and work to your own timetable and budget. Our sacrifice was the delay in building the house, as we bought a bare block, no buildings or fences, just two good dams. Feeding the cattle and getting them working the place was the priority and the profitable option.

Our farm is small by commercial standards - 40 hectares, so every square metre (and every Square Meaters) is very valuable and important for productivity. This is something I believe is lacking on most Australian farms.

Intensive management leads not only to increased profits and improved land use but also ecological benefits. When a grazing cell is established the results are rapid with

more pasture ahead of the herd and after a couple of rotations the majority of weeds disappear without the cost of herbicides and pasture growth is also improved without the cost of artificial fertilisers and the cost of applying these. A time controlled grazing system will work with any rainfall, rainfall pattern and size property because it is not the size of the paddock but the number of paddocks that dictates success from the cell grazing system.

Once the grazing cells (fences and water) are established the cattle do all the work for you - this is known as 'animal impact' and there is no more capital expenditure. Cell grazing is more than just rotating stock through paddocks! If I may quote from Allan Savory's book entitled *Holistic Management*.

"Animal impact refers to all things grazing animals do besides eat. Instinctively we have considered the dunging, urinating, salivating, rubbing and trampling of large animals as generally inconvenient conditions of their presences. Especially since fertiliser has become an item sprayed from tanks or poured out of sacks, few people even think of the more pungent aspects of livestock except when downwind of them.

Fortunately nature has not been so shortsighted, and we have recently discovered in the lumbering, smelly, but powerful, behaviour of grazing animals, a tool of enormous significance for reversing desertification and for better management of water catchments, croplands, forests, and wildlife.

In pasture fed cattle breeding systems there is no

need for elaborate pasture improvement programs, expensive machinery purchases and high fertiliser applications. The cattle will do the work for you. There is a wise saying "plant nothing but fence posts for your first three years".

The time controlled cell grazing system we use I have called R.E.S.T. -

regenerative - elected stabilizing time - here we "walk the talk" by resting the plant to allow for the root system to replenish and regenerate and produce a stronger, sweeter plant. Cattle don't just preferentially graze certain types of plants. They seek out the sweetest and most palatable ones of any type. Even weeds are beneficial either drawing nutrients from deeper in the soil profile or alerting of an imbalance in the soil chemistry and especially warning of a stressed and mismanaged ecosystem. It is significant that you can only overgraze a plant, you are unable to overgraze a paddock as such. This occurs when an animal grazes a plant before it has had time to recover from a previous grazing. The amount of leaf above the ground is generally the amount of root system under the ground and when a plant is grazed the root system uses its stored energy to replenish the plant and in this process the root system reduces.

This grazing system combined with our biodynamic soil regeneration and animal health program fit hand in glove with yearling pasture fed beef production. With even the simplest understanding of the lunar phases we are able to improve the timing of farming and feeding activities. We, as humans,

on the most part are ruled by the sun. Rise with the sun, work and retire at sunset. Cattle are, on the other hand, ruled by the moon and it's 27.2 day cycles.

By improving the soil to a fully living organism we are better able to use the cosmic rhythms and forces that rule our existence in building a strong soil - strong plant - strong food system. It takes some a long time to begin to believe in their own ability to read nature and all that entails, and some will never accept it. But a few, like me, just know it is right and instantly feel comfortable with unknown forces and unseen and misunderstood processes.

By not using commercial drenches or pour-ons and chemical fertilisers, we are maximizing our profit. We don't owe the multinational corporations a living. Our vet bill is one tenth of what it used to be because the cattle have a strong constitution and a natural health. If something does go wrong it is easier to pickup and deal with.

For example, in the wild the ratio of bull and heifer calves would be approximately 80% heifers and 20% bulls, possibly less. Our herd was not producing many heifers initially and when trying to increase breeder numbers from a base of just six foundation females, this was not an ideal situation. Just by balancing the mineral intake of the cows we were able to improve our calving balance as well as post calving health. Mineral imbalance is probably the most neglected, misunderstood and easily corrected weak link in profitable cattle breeding.

The Gleannholme cattle, bulls and cows, are naturally thickly muscled animals

that can withstand hard times without showing extreme loss of condition, particularly when lactating. We are improving our bloodlines along this type while remaining focused on a superior beef product. That is why the purchase of a new sire, Brinsley Xtreme, was so important for us. This bull can be in forward condition with just one week of supplementary hay feeding, combine this with his length and muscle and we have a great genetic package. Already his calves are proving consistent with great width, muscling and growth. This sire complements our home-bred sire Gleannholme Cosmo, a Pablo look-a-like, who is deeply muscled and



no matter what feed conditions there are, he never changes.

This combination of sire power is setting the Gleannholme herd on a path to naturally healthy, high yielding and profitable Square Meaters cattle.

A deeper appreciation of the rhythms and cycles that affect the soil life, pastures, crops, and livestock, is thinking outside the square. Breeding Square Meaters cattle certainly is!

The two most important comments.

Regenerative farming is a higher level of management than mere sustainable farming,

Cell grazing is more than just rotating stock through paddocks. ■

Expanding and lifting numbers

The Square Meaters Stud run by Brinsley Pastoral Company had its beginnings when owners, Deb and Tony Cotter, purchased three Show animals at the Sydney Royal in 2000. At the time they had a very small holding of just 3ha in the Hawkesbury region of NSW.

Since that time Deb and Tony have gradually expanded not only their herd but their farm size as well. This has enabled them to lift the breeder numbers in the herd. The current property they occupy is 36ha of river frontage to the Hawkesbury River at Freeman's Reach. The

Cotters have just purchased a further 150ha nearby at Sackville which will allow for expansion.

"We practice a strict culling process in the herd and run the herd under strict commercial criteria - it must perform as a business not just a rural pastime.

"One characteristic that we do not cull in our herd is the characteristic of age because we believe that no matter how old the elite females may be they will still be passing on their best genetics so long as they are healthy.

"Thus we have a group of elite females which are leaving a legacy of high



Deb Cotter, Brinsley Square Meaters, with older elite females still valued in the breeding program.

fertility, high producing and long-lived heifer daughters.

"While we have been known for our high quality superior females we are now also starting to be known for our young bulls. Quality is the key here too. We do not retain any bull calf unless we would happily show it or use it under the

Brinsley prefix.

"Therefore we only keep a few bulls each season and the majority are steered and sold as vealers. But in the beef market too we are seeing a high demand for the Square Meaters beef and demand for the product is currently outstripping supply," says Deb. ■

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Malolo steer wins where it counts



This champion steer from Malolo Stud WA, excelled at the Perth Royal Show 2006.

By Tony Vander Loop

Another Champion at Malolo Square Meaters and this is a champion in the meat stakes which is where it counts.

Square Meaters are selected and bred for good meat. This animal developed a Champion carcass.

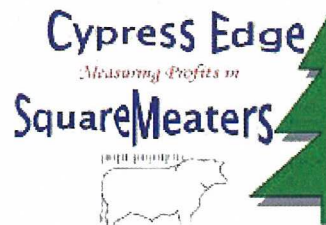
We've been awarded blue ribbons and broad ribbons before but to be awarded for quality of carcass and meat on the plate is why we breed cattle, that is, to breed the best beef we can.

This steer competed in a class of 37 animals of which about half were Murray Greys with a few Murray Grey crosses.

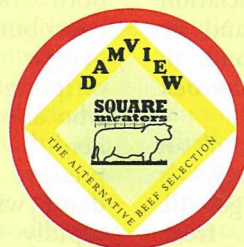
He was sired by Thurloo Park Thomas out of Corumbene Meryta, a seventeen year old cow. He was awarded 90.0 points out of a possible score of 100pts to be declared the champion lightweight carcass at the Perth Royal Show 2006.

The lightweight class is in the range from 180-230kgs. Liveweight 342kg.

Characteristic	Measure	Points
Carcass weight Penalty (max 20)	223.5	0
Rump P8 Fat Depth (15)	5	13
Eye Muscle Area (25)	79	19.9
Meat Colour (10)	1B	10
Market Suitability (5)		4
Fat Colour (5)	0	5
Muscle pH (15)	5.62	15
Rib Fat Depth (10)	6	10
Ossification (10)	100	10
Marbling (5)	0.1	4
Total Points (100)		90.0
Placed on the Hook: 1		



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Genetics 101

By Peter Healy

Seed-stock breeders are confronted with claims that productivity of their animals can be enhanced by adoption of modern genetics technology. This article may provide the reader with an appreciation of basic genetics, and its potential to contribute to efficiency of seed-stock production.

The appearance of an animal (phenotype) is governed by genetic material inherited from both parents (genotype), as well as the influence of non-genetic factors such as nutrition and parasite burdens. In livestock production systems, environmental factors interact with genetic outcomes to impact upon productivity. Better genetics will give a producer a head start, but to maximise productivity gains, environmental limitations to production must be addressed by adopting sound management practices.

Cattle have 30 chromosomes, on each of which there are approximately 2,300 genes.

Therefore, the bovine genome consists of about 70,000 genes, each of which contributes in varying amounts to the phenotype of the animal. Every individual inherits one copy of each of the 70,000 genes from both parents, ensuring both sire and dam contributes equally to the genetic makeup of the offspring. So a producer who aims to improve their herd by exerting selection pressure on both sires and dams will progress more rapidly than a producer concentrating solely on the sires.

While genes that affect beneficial production traits are carried on specific chromosomes, so are mutations that interfere with genetic improvement, to the extent that they may even cause production losses. It is therefore extremely important to minimise inbreeding to ensure maximum genetic "fitness" of your herd. The broader the genetic base of a herd, the greater the scope to avoid genetic defects.

The genetic code of every living organism contains errors (mutations). They occur spontaneously and are

inherited. Many occur in regions of the DNA that are not critical, but some mutations occur in critical areas of genes that affect their function. In the case of recessives, they are expressed when an individual inherits a copy of the mutation from both parents. It is postulated that, on average, every human carries between five and ten recessive disorders (mutations that affect the function of critical genes when two copies are present). Fortunately, most are never expressed because the human population is relatively outcrossed, minimising the probability of offspring from parents with mutations in the same gene. Exceptions exist with closed communities such as the Amish, where cousins are permitted to marry. In such communities, a number of genetic defects are expressed at a relatively high prevalence compared to the rest of the population. This practice of inbreeding is also relatively common in some breeds of cattle, where the euphemism of "line breeding" is adopted to give the process more legitimacy.

Not all mutations are expressed as obviously as diseases such as mannosidosis. This is an extreme example of an obvious defect, inherited as an autosomal recessive, which results in death of the calf. But consider an autosomal recessive disease that causes early embryonic death (DUMPS in Holstein Friesians), resulting in the cow returning to oestrus one or two cycles after mating. How would you know the prolonged intercalving period was due to genetics? It would more likely be dismissed as an environmental/management

issue - eg poor insemination technique, poor quality semen, mineral deficiencies in the herd, pestivirus etc. Similarly, mutations in a number of genes could interact to adversely affect muscling in ways that may not necessarily be immediately obvious. Statistically speaking, many of these less desirable traits will be on the same chromosomes as very desirable traits for which selection is heavily geared. The practice of line breeding to concentrate the desirable traits will inevitably also concentrate undesirable traits, thus decreasing the genetic "fitness" of a population without necessarily being obvious for some time.

Every breed has "index" animals that produce calves with traits that are highly prized for that breed, and so are widely used. The temptation for many seed-stock producers is to include these animals more than once in a three generation pedigree to accelerate genetic improvement. The mentality is presumably that if one cross is good, a double cross must be twice as good. But consider the following scenario:

Bull X is a foundation sire who carries a few mutations just like any other animal, one of which results in lowered fertility in his offspring who inherit two copies of the mutation. Assuming the female side does not carry the mutation, 50% of Bull X's progeny will be carriers of this defect, as will 25% of his grand offspring, 12.5% of his great-grand offspring, etc. The other consideration is that probabilities are cumulative. For example, if Bull X was both a maternal grandsire



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and paternal great-grand sire, the individual would have a 37.5% chance of being a carrier of the mutation in question. The breeder needs to answer the question ... is this worth the risk? This is a particularly relevant question if there are outcrossed pedigrees available that offer similar production advantages to Bull X, but without this particular production-limiting mutation. The more outcrossed the pedigree, the less likely the risk of two mutations in the same gene coming together.

The production benefits of crossbreeding are well documented. Perhaps part of this superior "fitness" is due to the very broad genetic base crossbreeding allows, minimising the chance of mutations in the same gene being present in both parents and thereby

expressing in affected offspring. Although more difficult to achieve with pure bred cattle, the importance of outcrossing pedigrees as much as possible cannot be overstressed. The practice still allows matings of animals that will enhance particular production traits, but minimises the risk of expression of deleterious traits.

It is clear that some breeds have a very limited gene pool and consequently scope for outcrossing is reduced, so it is inevitable that "deleterious" traits will arise from time to time. The traits may not be "lethals", but "production limiters". Seed-stock breeders should ensure data on all progeny are included in production databases. Ignoring the "poor doers" is detrimental to the breed, as they may be

harbingers of a developing problem of which breeders need to be aware before the conditions impact on the breed.

Historically, selection was based on phenotype of the bull. This was enhanced by subjective evaluations of progeny performance, and then more recently by objective measurements of progeny performance. The latter is exploited by estimates of breeding values (EBV's) that are commonly adopted by the majority of breed societies and clearly used to advantage by the dairy industry.

More recently, genetic tests for specific production characteristics have become available to assist in selection. It is probable that many more genetic tests will "come on line". There will be multiple tests for traits of interest, such as net feed

efficiency, as there already is for marbling. Because of the complex multigenic nature of most production traits, the tests will, in all probability, relate to genes carried on different chromosomes. Selection aimed at increasing the frequency of favourable variants on multiple chromosomes avoids the consequence of selection that places emphasis on single chromosomes. Every selection tool has its advantages and disadvantages. The challenge to the seed-stock producer is to appreciate the breeding objectives of their clients, and those will best be achieved by adopting a balanced approach to selection - ensuring pedigrees are as outcrossed as possible and avoiding undue emphasis on single production traits. ■

More Meat on Four Feet! The Australian GREY



■
Rainbow
Estate
Yucatan
■



■
Rainbow
Estate
Marie
Y15
■



■
Mandalong
Rambo
■

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

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Great support for a new breeder

By Juanita Reid, Bamre Stud

After buying a 40 acre property on the banks of the Caboolture River we decided to get some cattle of our own. But which breed?

After doing some research the Square Meaters looked liked they would suit our situation as first timers.

It was by coincidence that Bruce met Robert Stevenson who had some Square Meaters and it was he who introduced us to Jo Van Elten and who in turn introduced us to many other breeders.

Initially we bought four cows in calf, two of them had calves at foot one a little bull and the other a heifer. We have since bought two young Maryvale "A" grade stud heifers and three more "B" grade cows one of which is in calf to Darlea Wizard and two in calf to a young bull called Rainbow Ace of Hearts.

When doing research on the Square Meaters breed and checking out the web sites that various studs have we fell in love with the appearance of a bull called Vesco Victory March, then

owned by Hain Rural Enterprises. Not only has this bull been a Brisbane Royal winner he was the sire of the 2006 Champion Square Meaters bull at the Brisbane Royal. Two of our original cows have calved and both have heifer calves we now have a herd of 12 females of various ages and Vesco Victory March as our stud sire.

The saying that we had heard many times, "When you buy from a stud you are only buying their rubbish," has been proven wrong many a time by Square Meaters Breeders. Dawn and Bevan Voight of Warrill Creek Stud sold us a cow that has produced many show winners. Their attitude is that if they sell you a good beast you will come back to buy another in the future. The support we have received from the Queensland Breeders Group and Cheryl Mott, Secretary of the SMCA has been invaluable and certainly given us a very positive start to our cattle venture. Through their generosity with advice and support and the integrity with which they have



Champion bull Vesco Victory March is now owned by Bamre Square Meaters Stud.

advised us in the selection of stock, we are proud to now have an excellent foundation herd on which to build our stud.

From the selection of our first cows to purchasing a champion bull and choosing our stud prefix of BAMRE, our Square Meaters journey has been very exciting. With our

first calves on the ground we find ourselves dreaming of producing more quality stock in the future and contributing to the growth of this great breed. After immense support to our start with the breed we are committed to promoting the development of these fine cattle - dedicated to breeding better beef. ■

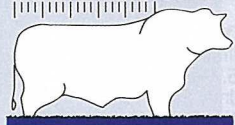
Hain's winning ways

Another year has almost passed and I am very pleased with the progress made by Hain Rural Square Meaters in more ways than one.

The highlight of the year was winning the Champion Square Meaters Bull at the Brisbane Royal national Show with Hain Rural Beau. I included Beau in a past magazine and expressed high hopes for him, which have been justified at least in the show ring. We now wait eagerly to see if he is as successful as a sire. Our young heifer 'Hain Rural Ajal' also took out Best British Breed at the Lowood Show. Our foundation sire Vesco Victory March (Mr. T) was recently sold to Bruce McCaul from Upper Caboolture Qld, after a stint at our commercial breeder property at Mt Kilcoy. Mr. T was depastured with 19 Droughtmaster Cross Heifers in February and his first cross calves are on the ground. We also have 15 Angus heifers depastured with Darlea Zapper by Mandalong Tom Boy and we hope to create some interest by selling cross calves through the local sale yards. A local butcher who has been impressed by the quality of Square Meaters beef is keen to get his hands on more of the same. It seems that every one in Australia is in the grip of drought and we are no exception and future plans will be based on receiving substantial rain fall. ■

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Vesco heading the right way

Like many others, Jo van Elten's Vesco Square Meaters Stud in South East Queensland is still battling the seemingly never ending drought. However the growing popularity of the breed and the steady demand for Square Meaters cattle is enabling us to continue our breeding programme.

The Square Meaters sire "Darlea Wizard" (a 830kg son of Mandalong Tom Boy) was purchased by Vesco stud to follow on from "Liath Atholl Galasheils" and his sons who had been such successful breeders for us. "Wizard" has already given us some outstanding youngsters that we will be

showing in the coming season plus some more of his calves still to come. In a bid to broaden the Square Meaters genetic pool in Queensland we have reluctantly sold "Wizard" to the Horne's Chipililo Stud at Pittsworth.

To replace "Wizard" we have purchased two outstanding young bulls, the first of which is "Rainbow Ace of Hearts" who is by the highly successful but ill fated "Rainbow Estate Xocet" and out of the same dam as the 2004 Sydney Royal champion bull "Rainbow Yucatan", naturally we have very high expectations for this royally bred youngster. Our second purchase is



New stud sire at Vesco Rainbow Ace of Hearts at 14 months.

"Cluskers Aussie Battler", another complete Square Meaters package, who is by the sire "Toombah Park Q116" whose bloodlines have not been previously available in Queensland.

These two young bulls and a number of the Vesco

studs leading females have recently been submitted for Genestar testing for marbling, tenderness and feed efficiency and we are eagerly awaiting the results. As it is now possible to genetically test for these traits, we felt that we should



VESCO ZIPPITY DO DA
2006 Brisbane RNA Champion Square Meaters Female

Breeding quality herd improving cattle

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avail ourselves of this technology. Marbling, tenderness and feed efficiency are all traits that are our "Claim to Fame" as a breed, and to be able to scientifically substantiate this is a marketing tool that we should not ignore, as it will definitely assist the Square Meaters breed to be competitive in the commercial marketplace.

The Vesco Studs' show and breed promotion road was long and varied this past season. Traveling from Yarramalong, Braidwood and Canberra in the south for the purchase of new and varied genetics. West to Pittsworth Show on the Darling Downs as well as to Kingsthorpe for the Farmfest Field days and then North to Rockhampton to participate in the Beef 2006 Expo. We also prepared and exhibited cattle at the

field days and a number of agricultural shows for four other clients and the season culminated at the Brisbane RNA where we had great success.

The RNA Champion female was the 27 month old "Vesco Zippity Do Da" who had a 10 week old heifer calf at foot. "Zippity Do Da" continued in the footsteps of her four Royal Show winning brothers, she is the fifth calf of the stud's matriarch "Domvale Treasure". "Treasure" herself is the winner of three Royal Shows, and to have all her five calves as Royal Show Champions, we believe is a record to be supremely proud of.

As well as this, the Vesco cattle proved that they are breeding on. With the RNA champion bull "Hain Rural Beau" and the reserve Champion Female "Earles Zoe" sired by "Vesco

Victory March" and the reserve Champion bull "Warrill Creek A Man" and the junior heifer "Damview Angels Pride" both sired by "Vesco Yes Man". Two other class winners "Earles Zena" and "Warrill Creek Angus" were sired by "Vesco X Marks the Spot" and "Vesco Vice Regal" respectively.

The past 12 months has seen Vesco introduce eight

new Square Meaters stud breeders, most of whom also have commercial herds as well. It could be said that the "Good word" on Square Meaters is definitely spreading in Queensland. With at least five schools exhibiting Vesco bred or Vesco sired cattle in the coming year we can be assured that the word on this terrific breed will be spread even further. ■

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More often than not when a deal seems too good to be true, it is just that.

There is an exception though, and that is the offer from Square Meaters Cattle Association sponsor, AUSURE.

A family owned and run insurance brokerage based in Tamworth, AUSURE will save you money while at the same time provide a much-needed boost to the Association's finances.

Jo Van Elten of Vesco Square Meaters was pleasantly surprised when she investigated AUSURE's range of insurance products and prices. She increased her coverage by \$70,000 to

include fencing and transport and paid \$300 less than what she had been paying with another agent.

Graeme Singleton from Muurabay Square Meaters reduced his business, farm, home and personal insurance costs by more than \$800 with one phone call to AUSURE and couldn't be happier with the personalized service he received.

Tony Cairns from Rainbow Square Meaters is another breeder who is very glad to have made the switch to AUSURE. He not only saved a substantial amount of money on his premiums, but by just

doing good business with Ausure he helped boost the bank balance of the Association.

Under the strategic alliance agreement, the Square Meaters Cattle Association gets a 'drip' from every premium written by AUSURE for Association members and their friends. AUSURE is also a specialist in rural financing and every finance agreement also has a 'flow on' effect to the Association.

For every \$100,000 in premiums of finance that AUSURE writes for members or associated parties the Association receives about \$6000 in shared premiums. A \$5,000 policy will result in \$300 going to the Association.

In the first year of the strategic alliance agreement your Association received \$1600 in shared

commissions. That is money for nothing from the Association's point of view and goes directly to running the Association and promoting Square Meaters.

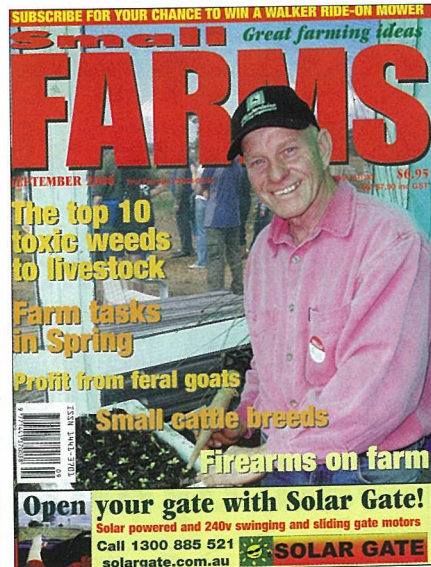
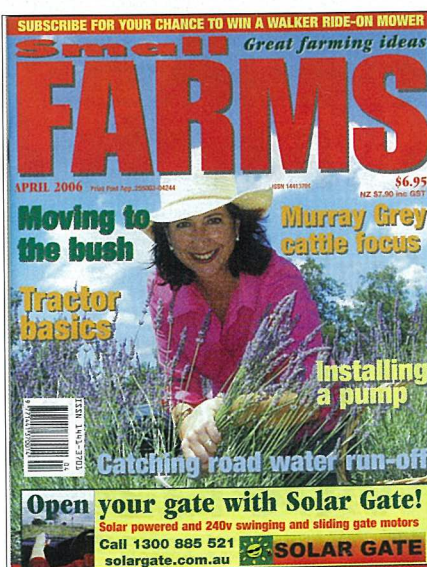
Just imagine how we could position our breed if more members directed their insurance and financing needs to AUSURE!

With just one phone call you will find you can make substantial savings, and when you do, your Association gets a 'drip'.

This is a deal that is not too good to be true ... it just makes great sense!

AUSURE now has 20 offices across the country and affiliations with more than 100 insurance companies, so give them a call on 02 67626491 or 1300 65 10 60... you and your Square Meaters Cattle Association will both be glad you did. ■

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Square Meaters in Queensland

By Jo van Elten

Despite the worst drought in history, Square Meaters have gone from strength to strength in Queensland. With the formation of the Queensland Square Meaters Breed Promotion Group the breed has been ably and enthusiastically promoted throughout a large portion of the state.

Beginning in March with Pittsworth Show on the Darling Downs where six studs exhibited a great line of quality stock for the first ever showing of Square Meaters cattle at this venue.

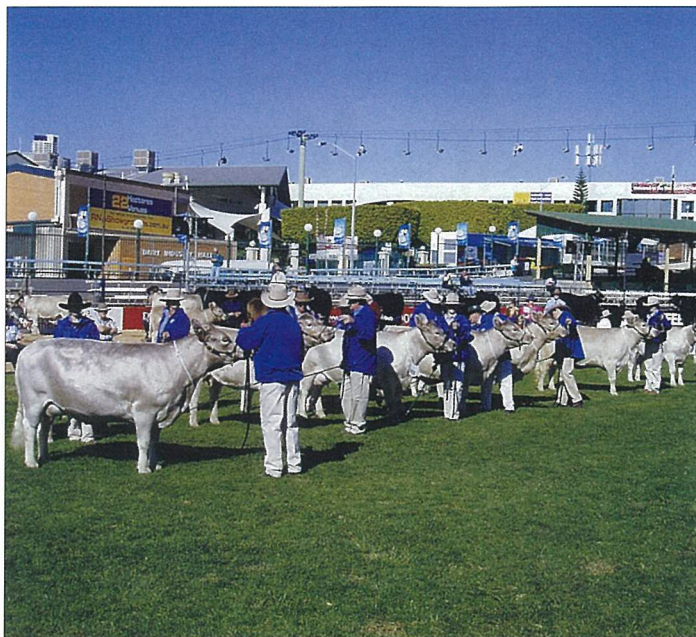
The next event on our calendar in May was Beef 2006 (the largest cattle expo in Australia) at Rockhampton, where 3 studs, Warrill Creek, Wy-Knot and Vesco exhibited eight head. Hats off to Maurice & Shirley Lenz of Wy-Knot Stud at Westwood near Rockhampton who exhibited their Square Meaters against all breeds at shows in Central Queensland and regularly took out the supreme award of the show. This is no mean feat in the center of Brahman country.

First up in June was Lowood Show in the Lockyer Valley where Square Meaters cattle were the feature breed. The feature show was supported by eight exhibitors with 22 head and was a great success. The champion square Meaters bull "Warrill Creek A Man" went on to be the Supreme British Bull of the show and likewise, the champion Square Meaters female (Hain Rural Ajal) was the Supreme British Female exhibit, giving a good indication of the quality of the Square Meaters cattle shown.

Next for the Group also in June was Farmfest, held at Kingsthorpe near Toowoomba. Held over a three day period, Farmfest is recognized as Queensland's premier agricultural field day. With the financial support of a large number of Square Meaters enthusiasts the Queensland Square Meaters Breed Promotion Group has purchased their own permanent Farmfest site. This is an Australian wide first for Square Meaters and will aid in the promotion of both stud and commercial cattle to the advantage of all Square Meaters breeders. The cattle exhibited at Farmfest were a good cross section of animals ranging from young calves to mature bulls. Lots of interest was created by the early growth and finishing ability of the breed. The quality of the display and professionalism of the exhibitors drew compliments from both patrons and the event organizers alike.

The end of June saw five studs exhibit at Rosewood show where the champion Square Meaters female, "Warrill Creek Zara" became the Supreme British female exhibit and the champion Square Meaters bull, "Warrill Creek A Man" was also the supreme British bull and then, in a unanimous decision by all three judges went on to be awarded the Supreme Bull of the Show.

The Brisbane RNA in August was the culmination of our show season where 26 heads of quality cattle were exhibited by 12 various studs from as far away as Canberra in the south and Rockhampton in



The 2006 Brisbane RNA 20 to 48 month Square Meaters female class.

the north. The Square Meaters breed was the only breed to more than double their nomination numbers for the Brisbane Royal, a fact applauded by the RNA councilors and indicative of the enthusiasm and support of our breeders. The competition was fierce (but friendly) and the awards were well shared out. The champion Bull going to Paul Hains, "Hain Rural Beau" with the Reserve Champion to Bevan & Dawn Voights, "Warrill Creek A Man". The Champion Female was Jo van Elten's "Vesco Zippity Do Da" and the reserve Champion Earle Powell's "Earles Zoe". Following the judging a Qld Breed Promotional Group sponsored afternoon tea was enjoyed by exhibitors and spectators alike. The increase in nomination numbers also means an improvement in Stud Beef category ranking for the 2007 RNA, giving us an increase in the number of classes to compete in, and will now include Junior and Senior Champions and Reserve Champions as well as

Grand Champions and Breeders Group.

Dakabin High School, under the guidance of Fiona Lester (the Agricultural Department Head) ably promoted Square Meaters cattle for three studs, being Glen Lamington, Oakvale and Dakabin, at shows to the north of Brisbane, often going on to take out the British Breed award. In 2007 there will be five schools exhibiting Square Meaters, some of these to be steers to be prepared specifically for the Domestic Market (Supermarket and Butcher trade) ensuring that the breed can only go from strength to strength.

The final event of the year was held in early December was a Christmas lunch and informal meeting for all Square Meaters enthusiasts, which was held at Vesco Stud. Twenty eight people enjoyed the get together, which included an overview of the past year as well as making some plans for events in the year to come, and how to further raise the profile of Square Meaters cattle in Queensland. ■

The potential of Square Meaters

While there are few sights as satisfying as a paddock of pure Square Meaters a growing number of graziers across the country are starting to realize the potential of the breed in cross breeding operations.

In paddocks across Australia cows of all descriptions, shapes, sizes and colours are not only being joined to Square Meaters bulls but are growing their progeny through to premium trade stock.

Just ten years after the early maturing, compact and heavily muscled Square Meaters breed was developed, it is enjoying considerable commercial success and attracting the attention of breeders brave enough 'to look outside the square.' They have found that the Square Meaters bull is ideal to mate to heifers, and produces in-demand heavily muscled vealers and light domestic steers, regardless of what breed of female they are crossed with.

At Hervey Bay on Queensland's Central Coast, Karen Moggs couldn't be happier with her

Square Meaters calves from Belted Galloway cows.

"I've retained the belts but the calves are just so much better muscled and balanced," Karen said.

"They really stand out compared to my Lowline cross calves for growth and muscling," she said.

At Jimboomba, near Brisbane, Bill Delaforce of Damview Square Meaters has a calf out of his Jersey house cow that is raising eyebrows with visitors.

"The heifer calf weighed 210 kilograms at 5 months and for something out of a Jersey has great muscle and length. She really is a great advertisement for the breed and it's ability to put a butt and backline on a bag of bones," Bill said.

At Tarampa near Ipswich Rob Walker of the Robene Square Meaters Stud is delighted with the result of his decision to put a Square Meaters bull over Brahman dairy cross cows.

"The calves are just great." Ron said. In the first generation I've gotten rid of the horns and added a lovely temperament, great length and plenty of muscle," he said.



Square Meaters cross Brahman



Square Meaters, Brahman dairy cross.

Across Queensland, Square Meaters are being crossed with brahman and brahman-derived breeds with similar success.

Jo Van Elten from the Vesco Stud near Ipswich said the feedback had been great.

"By using Square Meaters

bulls bos indicus breeders are getting an instant fix. The calves are polled, quiet and have the maturity pattern and muscle to be great vealers and or light domestic trade calves," Jo said.

"It has taken a while for us to get the message across

2007 Coming Shows and Events

As dates may be subject to change please confirm with the show/event organisers

February

16th - 18th Maitland Show
23rd - 25th Canberra Royal Show

March

2nd - 4th Bathurst Royal Show
7th - 9th Dubbo Beef Spectacular
10th Pittsworth Show
16th - 18th Castle Hill Show
17th Braidwood Show
23rd - 24th Muswellbrook Square Meaters Feature Show
29th - 1st April Farm World -

April

16th Sydney Royal Judging
27th - 29th Hawkesbury Show

May

4th - 6th Tocal Field Days
12th Ipswich Show
19th Boonah Show

June

2nd Lowood Show
5th - 7th Farmfest Field Days
9th Toogoolawah Show
23rd Rosewood Show

23rd Woodford Show

July

13th - 14th Mudgee Small Farm Field Days.

August

9th - 18th Brisbane Royal EKKA

September

4th - 6th AG Show - Toowoomba
8th Beaudesert Show
8th Square Meaters Show & Sale
Camden NSW
20th - 30th Melbourne Royal



21st - 23rd Singleton Show
29th - 6th October Perth Royal
October
13th - 14th Murrumbateman Field Day
19th - 20th Cootamundra Show
November
9th - 10th Hawkesbury Small Farms Expo

that Square Meaters bulls are not small, but now the word is out that they can reach large framed cows, and then produce great calves, we're finding a growing demand."

On the NSW North Coast a stud Simmental breeder has become a surprising advocate of Square Meaters. The breeder, who understandably doesn't want to be named, is joining virtually all his stud heifers to a Square Meaters bull.

"I just don't have calving problems anymore," he said. The calves are small but lively and grow quickly into first class vealers that really hit the premium vealer market."

The in-built ease of calving offered by Square Meaters is being appreciated by George Sherriff, the owner/manager of Baringa pastoral Company at Braidwood.

"I have been using Square Meaters bulls for the last three years with very pleasing results. They have been joined to Angus, Hereford and black baldy heifers to produce a low birth weight, yet fast growing and high yielding calf. Not only does the low birth weights mean that I have unassisted calving, I am also able to calve the heifers down, confidently, in a forward condition," George said.

"By calving the heifers in this condition not only means that they go back in calf quickly, but also enables them to express their full milking potential. Once the progeny have been weaned, they have been finished in feed lots and have proven very suitable for the domestic supermarket trade," he added.

The Square Meaters experience has been similarly positive for John and Norma Costin, from

Narooma.

"We have been using a Square Meaters bull purchased from Rainbow stud over Gelbvieh and other females for the past few years with very satisfactory results of early maturing, well muscled and high yielding calves. Recently we turned a group of these calves off their mothers at ten months averaging 400 kgs, sold directly to Southland Butchery at Moruya, and described by John Gamble (butcher) as "very special, about as good as they get!", John said.

These results are recorded during one of the worst drought ever experienced in Australia speaks volumes for the breed. Even those who haven't borne the worst of the dry conditions are having their faith in Square Meaters re-affirmed.

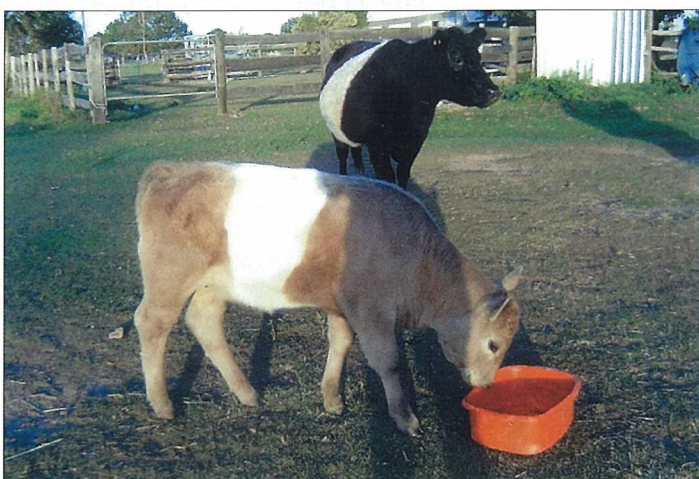
"I'm amazed at how well they are hanging on," said breeder Graeme Singleton from the Muurabay Square Meaters Stud, Coffs Harbour.

"My Square cows are still holding their condition much better than large framed cows of other breeds on my property," he said. I haven't got the biggest cattle in the area, but with their calving ease I sleep very soundly and their quiet temperament makes yarding them a joy. The calves grow really quickly, wean onto feed very easily, they always sell near the top of the market and even during the big dry the cows have gone back in calf."

Graeme believes that for the Square Meaters breed to be taken seriously it must prove itself in the national herd and not just as a pure-bred but as a viable option for crossbreeders. That's why he and many others have a few cows of other breeds running with their stud herd.



Square Meaters cross Brahman



Square Meaters cross Belted Galloway

"At the end of the day the best advertisement for Square Meaters is proof that they can valued-add to other breeds," Graeme said.

"We can only do that by crossbreeding and producing animals such as Squangus, Squareford, Squarevieh, Squaremental and

Squarebras that are born easily, grow quickly and meet the premium domestic market. We need to show everyone else that Square Meaters are not toy miniature cattle - they really are the all-Australian compact quiet achievers of the cattle world!" ■

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