

Outside the Square

With Compliments

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



**Genestar tested
cattle get results**

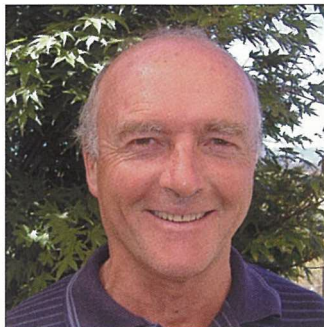
**A value-added
beef business**

**USA embraces
Squares**

Bio-dynamic - the third way?

Square Meaters Cattle - "No Ifs, Just Butts"

Square Meaters, quiet achievers



By Peter Brown

Welcome to the 2009 edition of the annual magazine of the Square Meaters Cattle Association of Australia Ltd. I hope you find it interesting. Inside you'll find articles of general interest to people on the land, as well as articles by, or about, Square

Meaters breeders throughout Australia and overseas.

One of the major issues facing not only farmers, but the whole population, is climate change. The debate seems to have moved on from wondering whether the phenomenon exists; is part of a natural cycle or the result of mankind's activities; to considering the likely impact globally but more particularly at a local level. I have no more idea than the next man as to what the consequences will actually be, but it seems reasonable to assume that there will be change – change in temperature and weather patterns, change in the seasons, change in the quantity and timing of



Square Meaters cattle are a medium framed animal with no horns, have a quiet temperament and are easy to handle.

rainfall etc. The best response to change, turning adversity into opportunity, has always been through flexibility and adaptability. Farmers have traditionally been good at this; changing the nature of their enterprise to suit changing market requirements. Square Meaters cattle are similarly adaptable in their ability to produce prime grade beef quickly and efficiently; quietly going about their business from the semi-tropics of north Queensland to the cool of southern Australia or the foothills of the Rocky Mountains in the USA.

As pure bred, Square Meaters have that balance of muscle, rapid growth and early maturity that makes for a prime weaner/yearling carcass. These same qualities are increasingly being recognised in cross breeding programmes where Square Meaters bulls provide easier service and minimal calving problems particularly with heifer herds without the need to sacrifice the commercial viability of the offspring.

As the breed progresses so does the Association; achieving steady, rather

than spectacular, increases in membership and cattle numbers, even in these uncertain times.

I hope you enjoy this edition of the magazine. I'd like here to acknowledge some of the people who make its publication possible:

Ausure Insurance, our major commercial sponsor. Their contact details are inside, give them a call if you are thinking about insurance.

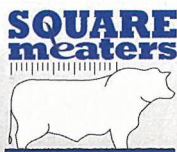
All the advertisers in the magazine, who provide the revenue which makes publication possible.

Those who have contributed articles, without you there would be no magazine.

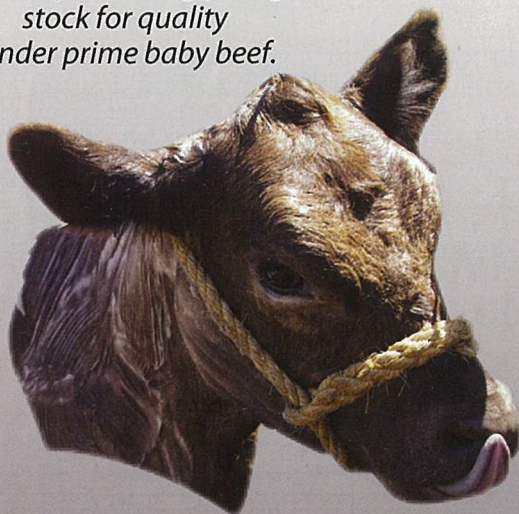
Lastly, but by no means least, to Graeme Singleton and to Cheryl Mott, our secretary, who manage the deadlines and pull it all together.

If you'd like to know more about Square Meaters, contact your nearest breeder. There is a member's list in the centre-fold, I'm sure they will be pleased to help you. If all else fails then ring Cheryl in the office. I know she'll be happy to help and has the answers to your questions too! ■

Kilayr



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Groups to assist new breeders

By Peter Horne

Bernard Salt of KPMG wrote for the Australian on July 03, 2008; "Now I know what I am about to say may sound like sacrilege, but the best examples of ultra-fast rates of population and urban growth in Qld are not on or even near the Gold Coast. In fact, they are not even on the coast. The fastest growing towns in Qld are tree-change communities."

Tree changers are generally people who are moving from a city environment to a rural location away from the coast; usually to escape stress and other deleterious aspects of city life. They often become Lifestyle farmers, Hobby farmers or Part time farmers. In W.A there are approximately 40,000 Hobby farmers while in Vic there are approximately 29,000 Hobby farmers who represent a major and very diverse group.

Tree Changers/Hobby farmers often come with endless enthusiasm and a broad based experience in business and a range of other professions. They are often well educated and have a strong land ethic. However, Tree Changers generally have limited knowledge and experience in order to deal with animal, weed, pest, pasture and land management problems that are encountered. That inexperience can at times lead to 'awkward moments' with the local long term landowners. This is especially true if they aren't aware of the Biosecurity issues that may arise from

their well meaning endeavours.

Governments recognize that there is a real need for education and communication to this sector, yet governments are unable to adequately deal with the problems that occur. Education and Extension are chronically inadequate even though Tree Changers have a very real need and thirst for knowledge. Tree Changers come with an enthusiasm for all things rural and this is where 'Square Meaters Breeders Groups' are able to fill in the gaps.

Square Meaters Breeders Groups are a source of information for new breeders. Breeders themselves come from a wide variety of backgrounds and experience and provide an important network. They have experience that fellow farmers; hobby or full time; large or small; experienced or inexperienced are able to draw from. Tree Changers are also able to bring knowledge and experience to a Breeders group from a wide variety of disciplines. This gives each Breeders Group its distinctive 'flavour'.

Anyone with an interest in Square Meaters cattle are invited to get involved in the variety of meetings, farm walks, training days and shows that Breeders Groups are organizing. Meeting with like minded people can be invigorating and will give your farming endeavours a real focus as well as a valuable source of information. Your contribution will also enhance the groups focus no matter what your background may be. ■

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A new member experience

By Lauren Minns

If I had been asked two years ago whether I planned to own and breed beef cattle, I would have laughed nervously and answered very firmly in the negative. Despite coming from generations of farmers and having owned horses all of my life, cattle were an unpredictable and unknown quantity to me.

However, shortly after my partner Brad and I purchased our 40ha property near Bonnie Doon, Victoria, we heard of a breed of cattle called Square Meaters, and my hesitancy towards owning cattle soon disappeared.

We first became aware of the Square Meaters breed

through a feature published in *Small Farms* magazine. We were drawn by the widely touted hallmarks of the breed, namely their smaller size, efficient feed conversion rate, ease of calving and most importantly, their calm temperament. The more research we undertook and the more enthusiastic breeders that we spoke to, the more convinced we became that Square Meaters cattle was the breed for us. A little over twelve months later, and we are now the proud owners of two cows with calves at foot and a heifer soon to be old enough for her first joining.

We are also full members of the Square Meaters Cattle Association of



Square Meaters cattle offer their owners minimum fuss and maximum rewards.

Australia and have been greatly enthused by the amount of support and encouragement we received from the association, and other breeders, in getting ourselves up and running.

In these very early days of our beef cattle venture, we are pleased to report we have already observed some of the breed's many desirable traits. With a below average season so far and with very little supplementary feeding, our cows have held their weight well despite feeding the calves. Those same calves and our heifer appear to be growing and developing before our very eyes!

In particular, Brad and I were delighted to begin hand feeding and handling each of the cows, calves and heifer within a matter of hours from our first attempt. This may not initially seem remarkable but if you consider that none of our stock had previously been halter broken or handled extensively and that they are currently running in an open 40 acre paddock, this is certainly a strong testament to the breed's docile nature. To have our little herd of Square Meaters now run up to us, looking for a treat and a pat, is very rewarding indeed for two

avid animal lovers such as ourselves.

We plan to have our first drop of our calves early in 2009, at which point we hope to experience at first hand the peace of mind that comes with lower birth weight calves and the excellent mothering instincts of Square Meaters cows. Our two inquisitive dogs have already learned the hard way just how protective our cows are with their offspring.

Brad and I have waxed lyrical to anyone that will listen about the many benefits of the breed and of the immense pleasure we have already derived from obtaining our foundation stock and making plans for the future of our stud, Rougen Park. Although we do not yet have a long list of successful progeny carrying the name of our stud, we are living proof that anyone, at any time, can get started with Square Meaters with minimum fuss and maximum rewards.

Whether you are a landholder of five acres or fifty, plan to manage a large commercial beef cattle venture or are wanting "lawn mowers" that can happily double as family pets, we would encourage anyone to give Square Meaters cattle a go. ■

Mabelie Square Meaters Stud Narromine NSW



Kylie McKinnon and Matthew Brown

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Web- www.mabelie.blogspot.com

Involvement for youth members

The Square Meaters Cattle Association of Australia (SMCAA) is developing a number of exciting initiatives to involve our youth members more actively within our association.

For many years now Square Meaters Cattle have been chosen as a superior breed of cattle for schools due to their docile nature, polled, medium size and of course their excellent carcase traits, making them highly competitive in steer competitions. The SMCAA considers schools a vital part of its activities.

Schools such as Elderslie High School, Murrumburrah

High School, Dakabin High School, Cootamundra High School and Bede Polding College have also successfully established Square Meaters Studs with the generous support of breeders. The Association has a number of members under the age of 25 involved with breeding or showing Square Meaters Cattle and so has adjusted our types of membership to accommodate our youth.

The SMCAA is currently organising a Youth Show/Weekend to be held in 2009 to develop handling, showing, judging and assessing cattle skills. This will also be an



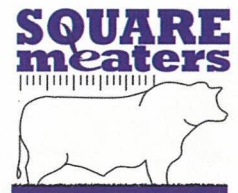
SMCAA is developing a number of exciting initiatives for youth members.

opportunity for youth to make new friends and develop industry contacts.

The SMCAA is also developing a Youth Committee and would like to hear from any members under the age of 25 that would like to participate.

If you are under 25 and interested in breeding or showing cattle and would like to get involved with Square Meaters Cattle contact the SMCAA office or a breeder and see how you can forge a future with this wonderful breed. ■

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What we cut & keep as bulls

By Graeme Singleton

There are countless invaluable tools on any farm but none which need to be used as often as the castration knife. While some prefer to use emasculators or rings the sentiment is the same. The future of our breed and our individual studs very much depends on what we cut and what we keep as bulls.

While there is nothing as fantastic as the Square Meaters cow, it is the bulls we produce and sell which will ultimately determine how far our great breed becomes integrated into the Australian beef industry. It is the bulls which will sire the calves by which our

breed will be judged. Just because a calf is by a registered sire from a registered dam doesn't mean he himself should be a stud bull.

By definition Square Meaters are silver to grey, compact framed, heavily muscled, early maturing cattle with quiet dispositions. It is our responsibility as breeders to ensure we select and on-sell only those animals with the superior characteristics that will advance our breed.

From the moment he is born a bull must meet a series of selection criteria to justify keeping his testicles. The very first of those relates to how he is born. Square Meaters are an easy



Exhibiting B+ muscling. Steering to success.

calving breed, and indeed a market niche for us is to provide 'heifer' bulls. If you have to assist a calf to be born because he is too big to be delivered naturally, assist the breed by castrating him. The best way to ensure the bulls we sell give their new owners peace of mind at


calving is to cut everything that requires our intervention at their birth. If a bull calf is black in colour or white with pink pigment there is no option but to castrate it. If it is grey or silver but has a lot of white underneath, or pink pigment, its fate is similarly sealed.



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If it is flighty in the paddock or yards, give it the kindest cut of all. Excitable animals rarely get quieter with age. You don't need a bull to be totally docile, but you do need them to have a temperament that makes working him in the yards or paddock a pleasure rather than a risk. Quiet cattle produce tender beef, and that is after all a hallmark of our breed. If you are consistently producing calves which are skittish or hard to handle, it is clearly time to review and modify your hands-on management practices.

If a bull calf hasn't started showing superior muscle development and growth at 5 to 6 months it is highly unlikely to develop into the type of animal that defines our breed. We really can't afford to make excuses. As an early maturing breed, bulls must be good from a very early age. It is rare indeed for a poorly muscled calf to develop into a good bull or that slow growing one to sire calves better than himself. Bulls can be fed or grown out to look better than they really are but as stud breeders we should all be more focused on genetics than cosmetics.

Good bulls come from good cows, so if you need to supplement a cow to make her calf look better it's again highly unlikely that calf will grow into a bull which will be a good advertisement for you or our breed.

A good rule of thumb is to only keep as bulls, animals you'd be happy to use yourself and which would improve your herd.

A bull must be structurally and reproductively sound. His sole lot in life is to sire calves and to do that he needs to stand on good feet and particularly have the rear leg structure that allows him to chase cows around a paddock and then mount

them. Structure does not improve with age so that sickle hocked or straight legged calf will never be anything but what he is – a steer in waiting.

A vet will not only help you determine a bull's structural soundness but will also assess his fertility. Either get your bull semen tested, or at least put him to some cows on your place to ensure he can not only serve them, but that he gets them in calf.

Bulls are expensive to keep and require additional management. They are not always easy to sell. A bull takes up the space of at least 2 cows, and with a 12 month old steer bringing \$700- \$800, you need to be confident that you'll be able to get \$2,000 to justify keeping a bull entire.

Some people keep all their bulls entire until they are 12 months old. Any that don't make the measure or don't develop well enough are then sold through the yards. While bulls do grow faster than steers any weight advantage is lost in the per kilo selling price. Bull calves are more difficult to manage, and there is always the risk someone will buy a bull calf for use in their own herd. When their calves don't perform, it is the breed that suffers.

I know some breeders are worried about cutting a calf early when they believe it might grow into a handy bull. Established breeders will tell you "if in doubt, cut him."

A bull by definition should stand out at all stages of his growth regardless of the season.

In the seedstock industry it is the steers that sell the bulls, so there is probably no better way to sell your cattle than to produce the sort of steers that some might say should have been kept entire. ■

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Two approaches to farming today

By Peter Brown

There are two major approaches to farming today. The first and almost universal practice, and therefore generally regarded as conventional, takes an industrial approach which regards the soil as a convenient rooting medium and a useful vector to supply water soluble fertiliser to the plant roots.

The most extreme version of this is hydroponics where soil is dispensed with entirely. Hand in hand with the soluble fertiliser come chemical herbicides, pesticides and regular

chemical treatments for stock. It has to be said that this approach has been behind the world's ability to feed its increasing population over the last century, but is this approach sustainable or is it the agricultural equivalent in its consequences (currently an "un-known un-known" to quote Donald Rumsfeld) of burning fossil fuels?

The second approach is generally known as organic farming and recognises the fundamental importance of the soil and the nutrients it contains, and seeks to supplement deficiencies using natural products.

Chemical herbicides and pesticides are not used, mechanical or manual weed control and natural pesticides are used instead. Although more labour intensive and thus more expensive in developed countries organic production is increasing as the more affluent world becomes increasingly concerned about the methods used to produce its food. It is prepared to pay a premium for product it considers is produced safely and ethically. Although a minority approach these days, organic farming has been the way of subsistence farmers since time began. Bio-dynamics takes the organic approach and builds upon it. It came about from a series of lectures given by Dr Rudolph Steiner in Europe

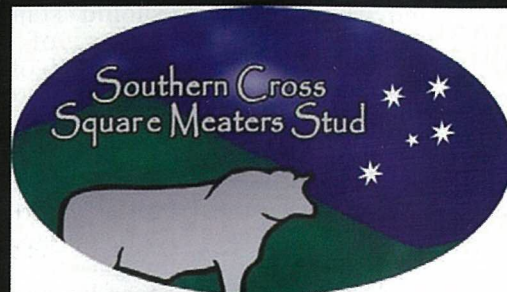
in 1924, having been approached by farmers concerned that yields were falling and cattle diseases increasing despite their best efforts. Stated simply Steiner propounded that all things are inter-related and part of a whole – the cosmos. The industrial approach to agriculture, with ever larger mono cultural areas was increasingly disturbing the natural order, rhythms and relationships; leading to the problems being experienced. The solution was to acknowledge these fundamental relationships and to work with the forces of nature rather than fight them. The earth itself, the moon and the planets all interact, the latter having an effect on the natural cycles of the earth. The concept of basing farming decisions on



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the phases of the moon is regarded as strange by many people, who nevertheless accept that the moon is responsible for the tides. If the moon can have such a significant impact on the incalculable mass of the oceans, is it so unreasonable to believe it can influence the surface of the land?

At the heart of Steiner's bio-dynamic approach are a series of preparations made by burying a number of natural products in the soil at specific times of the lunar cycle at different times of the year to take advantage of the natural rhythm of the seasons.

The basic preparation – 500 – is produced by burying cow horns packed with cow manure over winter. Now you know why some cows need to have horns! Very small quantities of 500 (25g/acre) stirred with water are applied to the land in droplets towards the end of the day twice a year. 500 is not a fertiliser, rather an inoculant which stimulates micro-organisms in the soil which in their turn are what make nutrients which are already in the soil available to plant roots.

Another preparation – 501 – is made from finely powdered quartz (silica) which is buried over summer. It too is stirred with water (1g/acre) and sprayed as a fine mist into the air above the crop in the early morning. 501 encourages photo-synthesis and thus the sugar levels, or "goodness", in plants.

The other preparations – 502-507 – are made from various herbs and are usually used in the preparation of compost to be spread on the land, but can be applied directly. They each stimulate specific mineral seeking bacteria.

Weeds are seen not as something just to be

eradicated but as signals of something out of balance in the soil. So, rather than reach for the "Roundup", they are used to make a "tea" which is sprayed back on the land. The preparations and "teas" made from manure and other plants are the basis of bio-dynamics. They are not fertilizers, they encourage healthy micro-organisms in the soil. Healthy soil produces healthy pasture which supports healthy cattle, more able to resist disease and parasites.

This really summarises bio-dynamics; work with nature, know your land, listen to it and look after it, and everything else, the health of stock for example, will follow. There is really no need to dance naked in the moonlight, unless you want to, just think a little differently.

So how did we become involved?

In our area, which is pretty marginal agricultural land, those who do anything to their pasture typically have a "bag of super to the acre" approach. Being new farmers we read a lot and in so doing came across a photo of a tractor and spray rig at work in the fields. The driver was wearing what looked like a space suit to protect him from harm from the chemicals he was spraying. Directly or indirectly the crop being sprayed would become food that we would eat. The absurdity of spraying food with something toxic suggested that there must be a better way. We came across the work of a very wise, almost local, lady called Pat Coleby (Healthy Land for Healthy Cattle) which seemed to be that better way. Bio-dynamics is complementary to the Coleby approach. The rest as they say, is history. We don't use vaccinations or



Work with nature, know your land, listen to it and look after it.

drenches and the cattle thrive. We've never used super and our pastures, which are what we inherited when we bought the place are steadily improving, and we've saved the cost of all those chemicals!

If you think bio-dynamics might be of interest there are usually regional, state or

national organizations (in Australia, Bio-dynamics Australia based in Bellingen NSW) who can provide advice but best of all try to find someone in your area who is a bio-dynamic farmer. I'm sure they will be more than happy to share their experiences with you.

Happy farming! ■

Wyralla Lodge

**Harry Howarth, Maria Cooper
& Jason Cooper**

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Stud focuses on quality animals

By Eric & Marlene Ross

Rosellinos is continuing to place priority on breeding the type of animal required with the development of the Square Meaters. With the present demand to decrease carbon emissions into the atmosphere, breeding early maturing beef at 15 to 18 months, with high percentage bone out carcasses, Square Meaters are well positioned to capitalize in the beef market.

Our breeding program is

based on selecting cows and sires with these traits. Sires that we are using presently are Mandalong Rambo, Vesco Yes Man and we plan to utilize semen from Woolaringa AL1 and Liath Atholl Galashiels, all of these sires are either proven or show the attributes that will produce progeny that qualify for the breed requirements.

Rosellinos Stud is only a small operation with up to 20 head, but we focus on quality.

Several of our matrons are

by Mandalong Rambo, who has a reputation in the breed unsurpassed and their progeny and other animals are showing great potential.

All animals in the stud are Genestar tested. It is essential that, to improve the animals in the breed, you have to progeny test for strengths and weakness for the breeding program. Then selection of high performance animals can be bred and poor performers can be culled. Our results are encouraging with marbling and outstanding with tenderness and feed efficiency.

We exhibited at some of the shows in the South East Queensland circuit this year. We took 2 yearling heifers to Brookfield,

Lowood and Farmfest Toowoomba, at which we achieved 2 Reserve Junior Champion Heifer awards, we took a team of 5 head plus calves to the Brisbane RNA, where we achieved Reserve Champion Cow with "Damview" Brindabella. This young 25 month old Heifer with a 2 month calf was also Reserve Junior Champion at the 2007 Brisbane RNA. "Damview" Brindabella is from a very good dam "Warrill Creek" You Treasure and a half sister to "Damview" Angel's Pride, Reserve Champion Cow at the 2007 Brisbane RNA.

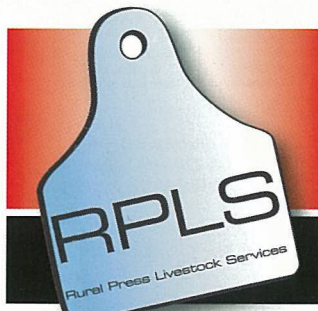
Our mature cow "Rainbow" Puddin calved prior to judging and was 4th in the class. ■

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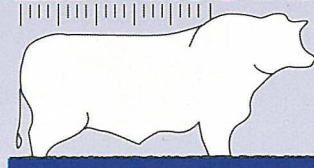
**"Rainbow" Puddin
Brisbane RNA 2008**



**"Rainbow" Janice &
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**SQUARE
meaters**



Customers love the meat quality

It all started when we had to unfortunately part with a few of our Squaries. As per the norm we had the cattle buyer out to inspect the cattle that were to be sold. We were gob smacked when he advised that we would only get about \$600.00 for both the young commercial cow and her calf at foot. I politely told him no thank you as both animals were in top condition and there was no way I was going to give them away. Sound familiar!

That night over a wine or two in the spa my wife Gail and I pondered in what direction were we and our Squaries heading. Obviously the beef market was not going to put much cash in

the bank (surprise, surprise!) and we were tired of both the farmer and the general public being ripped off. The prices that farmers were getting for their beef and the price the general public had to pay for substandard cold cut beef was disgusting.

After deliberation the idea was born of purchasing a modified refrigerated sea container and turning one half into a freezer room and the other half into the packaging/shop area.

We decided that we would have our own Squaries slaughtered and butchered legally.

As we all know there are heaps of backyard farmers who also butcher and sell on



Peter and Gail Jaremczuk are delighted with their new value added beef business.

but we had to be legitimate. We were lucky enough to make a deal with a local butcher that we employ to do our butchering.

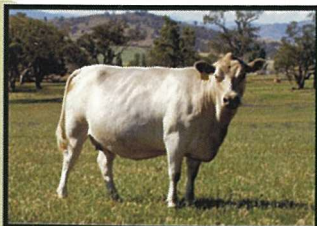
Part of the deal is that the animal has to hang for at least a week and I am present for the cut up. I

wanted as much control over the process as possible.

Unlike a lot of farmers (and I can understand why) we decided to do the right thing and go for approval by our local Shire, the Shire of Busselton. As there was nothing of this nature

Kelkette Square Meaters Stud

Relocating to North East Victoria



Stud Stock Currently Available

Cows & Heifers - 2yr old Bulls by Rainbow Estate Xanadu - 2yr Herd Bull by Rainbow Estate Xanadu

Visitors Always Welcome - By Appointment please

Phone: 0260 271 313

Mobile: 0408 203 211

Kelkettepark@bigpond.com

www.kelkettepark.com.au

already approved within the Shire we became their 'guinea pig'.

We were slotted into the category of Class 1 which requires the applicant to have in place the highest food handling standards set down by the Health Act.

As you can imagine there were a heap of hurdles to jump and costs to bear before finally getting the approval. As the Health Inspector stated, for what we have been through we could have started up a fully blown butchers shop.

It was soon apparent that we were not able to keep up with the demand for our home grown Square Meaters cattle. We needed another supply of beef but not just any animal off the back of a truck. The customers are now aware that we sell only the best at a fair price and our second line also needed to be excellent quality and not pumped. All our animals are GeneSTAR tested and only the best are kept for breeders.

To source this second supply of beef, and after in-depth talks with a major supplier of meats in the South West of WA where we live, Gail and I are now able to source MSA and Tender Ridge quality beef at a wholesale price. This enables us to supply a second line of beef that is the best you can get and our

price is competitive with the major Supermarkets if not a frazzle cheaper. It also opened us up to be able to sell chicken, lamb, pork and many other meats. To make it more convenient for the public we cryovac each individual cut of meat and freeze it within minutes of packing. In this way the frozen cryovac meat is good for at least 12 months.

Although we are only just starting out things are looking positive and we are getting a lot of excellent feedback from our customers. They love the on farm shop and the quality of meat we sell especially the Square Meaters. As one customer stated it's cheaper than Wagyu, as good and has a better flavour.

I suppose it makes it all worth while because we are now getting payment for what the Squaries are really worth. Our second line of beef is locally grown South West beef and the general public can now source meat that is the best of the best. At last one up for the cattle breeder and customer!

Now all we have to do is get the second part of our venture approved and on the go - but that's another story for the future, so stay tuned.

For more information contact Peter and Gail Jaremczuk, Quindalup WA on 08 9755 1665 or email morganup.park@bigpond.com



A refrigerated sea container has been modified turning one half into a freezer room and the other half into a packaging/shop area.



An interior view of the modified refrigerated sea container.



Elendee Sonny

- ◆ Sqr Mtr Reserve Senior Bull, Canberra Royal 2007.
- ◆ AOB Senior Bull, Bathurst Royal 2007.
- ◆ Res Senior Sqr Mtr Bull, NSW Beef Show Dubbo 2007.

Elendee Sunburn

- ◆ Grand Champ All Breeds Bull, Bathurst Royal 2006.
- ◆ Supreme Interbreed B Bull, Canberra Royal 2006.
- ◆ Grand Champ Sqr Mtr Bull, NSW Beef Spectacular Dubbo 2007.

Elendee

Cattle on the Monaro

"Lindendale", Anembo, NSW.

Square Meaters

John Hodgson & Fiona Neumann

Ph: 0417 349 817

Fax: 02 6239 4960

Email: elendee@activ8.net.au

Inaugural show representation

Our first showing at the Royal Adelaide, the first time Square Meaters have been shown in the state, was a huge success. All three studs were represented; Argio Park in Mt Gambier and Willows Rest and Rainbow Valley, both from Springton in the Adelaide Hills. Although only a small number of animals were exhibited, the judge said he was extremely impressed with both their quality and presentation.

The R.A.H.S. provided us with an excellent location in the cattle pavilion, which, together with the wonderful weather, resulted in a constant flow of interested people who had

never seen Square Meaters before. We were also fortunate in receiving excellent media coverage from The Advertiser, prompting yet more interest. In fact we are at present sitting down here by our display attempting to write this article in between answering a myriad of questions from a curious public.

There were also many favourable comments made by other beef breeders, including those of the Murray Grey, the feature breed this year.

All three studs are extremely appreciative of the support, which they received from the Square



Square Meaters exhibit at the Royal Adelaide Show.

Meaters Association, both during the show and in the preceding weeks. Special mention must go to the secretary, Cheryl Mott, for all her help, in particular to the two studs exhibiting for the first time, and Peter Brown our president, who made the effort to travel to Adelaide for the judging.

The association was also kind enough to provide a trophy for the Grand Champion Square Meaters Female, and a thank you gift for the judge.

Everyone concerned learned a great deal, and we are all looking forward to returning next year with a bigger team. ■



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VESCO Belle of the Ball QLD 2008

Jo van Elten

VESCO Square Meaters

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Email: jvanelten@bigpond.com

Web: www.vescosquaremeaters.com.au

A cross breeders choice of cattle

Rob Walker of Robene Square Meaters could not be more please with his choice of the Square Meaters breed.

Rob's commercial herd, which he runs at Tarampa in Queensland, initially was a motley selection of both beef and dairy cross females who were not "producing the goods".

Having seen Square Meaters cattle in his district and hoping to improve his herd, Rob purchased his first Square Meaters bull "Liath Atholl Pitreavie".

The first drop of calves really took him by surprise (and his neighbours too!) with their uniformity, growth rate and placid temperament.

No matter what type or breed of cow the calves all showed Square Meaters traits and were all a testament to the potency of the Square Meaters sire. Most females were retained and are now in the breeding herd, the quality of which is improving with each additional Square Meaters cross.

Rob now has no trouble regularly producing steers that dress out at 270kg – 280kg with a fat cover of 6 to 10mm at around 14 months of age.

As well as his commercial herd, Rob is building up a small stud herd. He feels that Square Meaters give him maximum beef using minimum grass. ■



Square Meaters genetics shine through over other breeds.

HIGHBURY SQUARE MEATERS STUD



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Bloodlines.**

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**SQUARE
meaters**



all Australian beef breed



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MEATERS STUD**
BUNGO CREEK FARM,
290 (LOT 196) ROBINSON ROAD,
MT MEE, QLD, 4521.

Genestar tested cattle get results

Paul & Aileen Hain

The 2008 year to date has been a great year for Hain Rural Enterprises. The rain finally came after 5 years of drought although Mt Mee usually gets more rain than most areas of South East Queensland. Our 2006 Brisbane Royal Champion Bull, Hain Rural Beau, has more than exceeded our expectations with his first drop of calves. The majority have been of show quality with good length of body and excellent muscling, especially in the rear end. We sent two of his first calves – a bull, Hain Rural Ajax C9 and a heifer, Hain Rural Debbie C3 to Tanview Fitting Stud in preparation for the 2008 Brisbane Royal Show.

On the West Moreton Show circuit they managed to win Best of British Breed at enough of the shows to win the award for Most Outstanding Bull and Female for the West Moreton circuit. Debbie in fact won Best Exhibit of the Show at the Marburg Agricultural Show. We were very pleased with their presentation at the Brisbane Royal with Debbie 3rd in an outstanding line up of 6 young heifers. Ajax won his class of four fine young bulls

and then came up against Vesco Bobby Dazzler for Champion Junior Bull. Members from down south will remember Bobby Dazzler from the Canberra Show where he also took out Champion Junior Bull. The judge took long enough to choose between Ajax and Dazzler for me to chew my fingers off let alone my nails! In the end he chose the older 250 kilo heavier bull. Dazzler was also awarded Champion Square Meaters Bull of the show.

We look forward to bringing Ajax back a year older to the 2009 Brisbane Royal. The Tanview Fitting Stud principles, Ken and Tanya Falkenhegen, who have Limousin and Lowline cattle were very impressed by our two Square Meaters' temperament as were Tanya's parents who have been in the cattle industry all their lives. They had become very attached to Ajax and Debbie and impressed by their temperament. I suggested they should change to Square Meaters. It would not surprise me if they did.

We also wait with interest the first drop of calves by Rainbow Ace of Hearts, the 2007 Brisbane Royal Champion Bull. He will soon cover Hain Rural



Hain Rural Ajax at 14 months. Best British Breed Bull, West Moreton Show Circuit 2008.

Beau's first drop of heifers, including Debbie C3.

The majority of our cattle have been genestar tested for marbling, tenderness and feed conversion. The results were very pleasing with some of them up near the Wagyu average and most exceeding the average for Murray Greys. Hain Rural Enterprises achieved 3rd place in Ag Show carcass competition in a lineup of approximately 20 middle weight carcasses. This was after our Square Meaters steer had fallen from a ramp while entering the Ag show site. The fall had an obvious affect on the steer's finished carcass, yet was still able to attain a placing in spite of the mishap. Our thanks to Ashleigh Horne who exhibited the steer through the Pittsworth State High School's

Agricultural programme

Sadly we have had to move on some of our foundation females due to age including Debbie C3's dam. We have topped the sales at our local sale yard at Woodford whenever we have sold young steers or heifers. It gives you a lot of pride in hearing the glowing comments from old cattlemen or buyers representing the likes of Coles and Nolans Meatworks in relation to the quality and presentation of our cattle.

It is unfortunate that we cannot keep all our bulls, hence we have had to put Hain Rural Beau, the 2006 Brisbane Royal winner, up for sale. If his first drop of calves is anything to go by, he will make an outstanding addition to any stud in Australia. ■

www.gleannholme.com.au



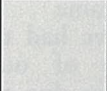
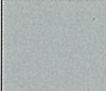


Square Meaters Regulations

(A brief outline of Square Meaters Regulations)

General:

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

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

Silver	Silver/Grey	Grey	Dark Grey
			

Females:

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

Bulls:

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

Semen:

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

Embryo Transfer:

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

Multiple Birth:

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

Commercial Appendix:

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

Stud Murray Grey Females:

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

For Show Purposes:

Contact the Association for the show regulations

SQUARE MEATERS REGISTRATION & FEES SCHEDULE

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

A: BULLS

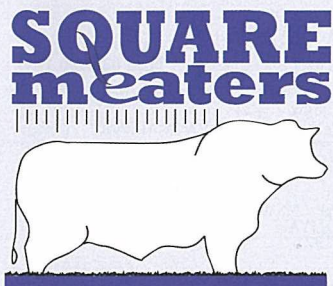
- (1) Birth - 3 months Interim registration..\$ 20
- (2) 12 mths & up to 15mths Calf MUST be measured & registered according to frame score system.....\$ 80
- (3) 15-18 months.....\$105
- (4) 18 months & up to 21 months Calf MUST be measured and registered according to frame score system if registration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

B: HEIFERS:

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

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

Square Meaters Membership



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

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

APPLICATION FOR MEMBERSHIP

APPLICANT'S NAME

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

PROPERTY ADDRESS

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

POSTAL ADDRESS

..... POST CODE

TELEPHONE FAX.....

EMAIL

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

- 1
2
3

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

- 1
2
3

Symbols are unacceptable.

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

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

Name of Nominee Signed

Dated.....

Please enclose a cheque for \$250.

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

- | | |
|--|--|
| <input type="checkbox"/> Which publication | <input type="checkbox"/> What Show |
| <input type="checkbox"/> What Field Day | <input type="checkbox"/> Which Breeder |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Other |



Outside the Square

Square Meaters Cattle As

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FAX: 02 4577 4538

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FAX: 02 4659 6385

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TATTOO: HIS
FAX: 02 9831 5951

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TATTOO: EHS
FAX: 02 4658 0219

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TATTOO: LBJ
02 5930 6210

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TATTOO: JCL

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TATTOO: CLK
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TATTOO: OSO
FAX: 02 6020 3213

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TATTOO: MHS
FAX: 02 6386 3048

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TATTOO: J

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PREFIX: NICSHAULEY
TEL: 02 6230 3609
TATTOO: NSL
FAX: (W) 02 6230 2647

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TEL: 02 4933 1902
TATTOO: CGM

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TATTOO: VBB
FAX: 02 9628 1506

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TATTOO: APJ
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FAX: 02 9670 5375

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TATTOO: PWB
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TEL/FAX: 02 4842 8077
TATTOO: R

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TATTOO: ALR
FAX: 02 4374 1266

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TATTOO: LJR
MB 0427739495

MR T REDGROVE & MS J BERCINI
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PREFIX: MYALLABI
TEL: 02 6577 6065
TATTOO: JAT
FAX: 02 6577 6065

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PREFIX: BRAZEN
TEL: 02 9894 0696
TATTOO: 7R
TEL: 02 4572 2114

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Breeders going that extra mile

Many first time buyers of cattle would like to show off their animals but are reluctant to do so feeling they are too inexperienced, don't have the time etc. If this sounds like you then have a word with your local Square Meaters breeder they might be able to help.

When it comes to looking after their customers, Bevan and Dawn Voight of Warrill Creek Stud know how to provide the VIP treatment. Bevan and Dawn firmly believe that happy customers are their stud's best advertisement.

Sometimes it's a difficult decision for a breeder to sell an animal which they know has the potential to be a show ring winner. Do they let it go and risk it never being shown - and maybe never realising the achievements of their breeding program? Or do they do what Warrill Creek Stud did? Bevan and Dawn's commitment to "after-sales" service has resulted in Warrill Creek Stud customers enjoying success in the show ring.

Warrill Creek Breanne enjoyed success at the Brisbane Ekka, winning second place in her class, "Heifer 16 - 20 months". Breanne is a promising heifer purchased from Warrill Creek Stud by Fred

and Crystal Peters of Stoney Creek. Fred and Crystal had begun Breanne's preparation for the Ekka but they lacked the show ring experience that would highlight her potential to the judge. Bevan and Dawn accepted the challenge and won a Royal Show ribbon, which delighted both the new owners and highlighted Warrill Creek's successful breeding program.

And just to ensure Bevan and Dawn didn't have any spare time, they agreed to prepare and show Bella Vista Cloe on behalf of David and Virginia Bell. Bella Vista Cloe was the result of breeding initiated by Warrill Creek Stud. Cloe was entered along with Bevan and Dawn's own heifer, Warrill Creek Cassie, in the "Heifer 12 - 16 months" class at the Ekka. Both heifers are excellent examples of their breed and the judge's tributes were justifiable praise for Bevan and Dawn's efforts. In their class, first place went to Cloe and Cassie placed second. Bella Vista Cloe was also sashed the Reserve Junior Champion Heifer.

So have a word with your local Square Meaters breeder who will be able to help you in all sorts of ways, just like the Voights were able to help their clients. ■



Warrill Creek Stud have enjoyed show success.

WARRILL CREEK SQUARE MEATERS



Warrill Creek's current sire,
Muarabay Xavier

Marbling	2
Tenderness	8
Feed Efficiency	7



Average of 6 progeny tested

Marbling	1.5
Tenderness	7.83
Feed Efficiency	5.33

Limited progeny now for sale

Enquiries most welcome

Bevin & Dawn Voight

106 Green Road Purga QLD 4306

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QUALITY FEMALES AND BULLS FOR SALE

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Malolo Zodiac 3 years old. Son of Malolo Victor.

Now for sale.

Mandalong are steaks ahead

By Victoria Pisaturo

Richard Pisaturo grew up surrounded by some of the very best Shorthorn and Charolais cattle in Australia. As the son of one of the country's most innovative breeders he was always destined for a future in beef. With his wife Victoria he now runs the Mandalong Studs at Yarrow Station at Mendooran in central west NSW.

The 5,500 acre station comprises farming and lucerne operations as well as 5 cattle studs. Alongside top notch Charolais and Red Brahman pedigree herds Richard and Victoria successfully run Mandalong Specials and Tropicana studs. Both breeds were developed by Richard's father, the visionary Rick Pisaturo. Now the couple have embraced the other breed developed by Rick, Square Meaters.

Richard's decision to breed Square Meaters is no emotional homage to his dad however. For Richard and Victoria incorporating Square Meaters into their genetic mix is all about maximizing their marketing options.

Yarrow Station is home to about 1200 head and commercial steers and

heifers are back grounded on either cereal crops or lucerne. Crossbreeding is a major part of their operation.

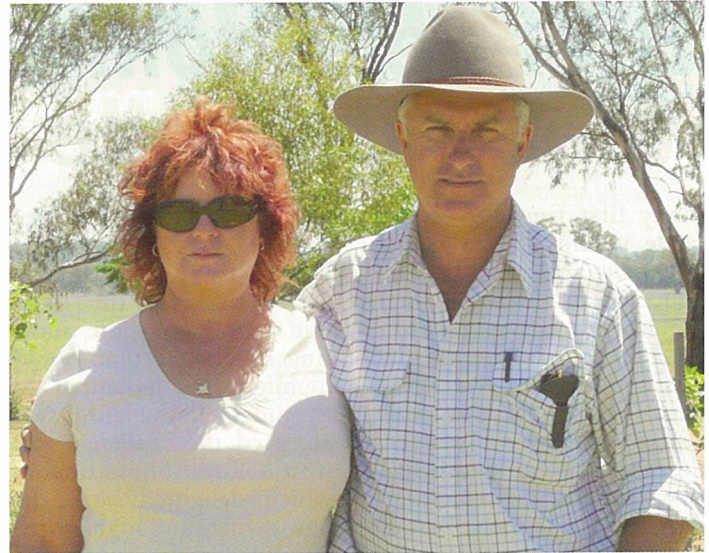
"To finish and reach target weights whole oats with a vitamin and mineral supplement are used. The finished products are then sold through our wholesale direct to butcher business or direct paddock to plate," Richard said.

For Richard and Victoria the Square Meaters breed has been introduced to provide throughput for their business, to expand their market options and generate quick turnover.

"We need carcasses from 120kg to 160kg with good fat cover and a muscle score from 'c' plus to 'b' plus. This must be achieved by weaning fat cover ranges live weight 5mm - 10mm which is reduced by carcass shrinkage to 3mm to 8mm," Richard said.

"We see the Square Meaters breed as the only breed to do this every time. The Square Meaters will yield the butcher 60% plus saleable meat yield and our aim is through selection to maintain this high yield."

Mandalong Studs has purchased registered foundation greys in calf that are now registered "B" Square Meaters.



Mandalong steaks ahead.

"Mandalong Studs would like to take the opportunity to thank the Square Meaters secretary Cheryl Mott for all her help in the easy transition of cattle registrations, calf registrations etc. Without this assistance we would not have come so far so quickly."

Richard and Victoria say their aims are clear and they are anxious to get to the finished product.

"The first step is to calve down and monitor milk production by weight for age of the calves. The next step will be to Genestar the herd and identify tenderness 4 genes. Our view is that under 5 star will not suit our stud breeding program. Feed efficiency 4 genes is important to our bottom line to produce tender beef and must be sustainable and profitable. Again under 5 star will not suit our stud breeding program."

"To date we view marbling 4 gene as a bonus or by product. We have not set a standard to follow at this stage."

Richard said in the future all Square Meaters bulls and females purchased by Mandalong Studs will have to be Genestar tested and they will not consider any animal without this

information.

Mandalong Studs has at this stage purchased two bulls to be used in their stud and commercial herds.

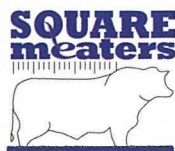
"Artificial insemination will play a major role in the development of the stud with the use of semen we have had in storage since the formation of the Square Meaters Breed. Our commercial production will be also dominated by AI as we need to calve all year round for our wholesale job," Richard said.

"Frame size will be an ongoing selection process closely tied to weight for age, fat cover and yield. We are really concentrating on frame, early maturing and heavily muscled types. In the future for a sire to enter our stud herd his progeny in the commercial herd must achieve certain goals. Once this is achieved then we would use him in a stud capacity."

"Mandalong Studs hopes in the future to have an integrated herd producing carcass weights with market suitability from 120 kilograms plus, through to heavy weight grass fed and feedlot bullocks. Square Meaters will be integral to building up the beef business." ■

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**Log onto
www.squaremeaters.com.au**

Stud embraces moderate frame

By Dave Moeller

Back in 1971 Dave and Sandy Moeller started in the cattle business with 4 Holstein heifers.

When the calves were ready to breed they chose a bull from the newly imported breed from Australia, Murray Greys. The bull Bimbadeen Westward Ho was noted for small calves that developed into short thick steers and heifers. The Holstein heifers calved without any assistance and a long love affair with the Greys had begun.

After 15 years in the dairy business the Moellers sold the dairy and went into the beef business with Murray Greys. They built a fine

herd of 20 registered cows. Dave was active in the American Murray Grey Association serving as a director for 6 years and President for 3 years. Always a proponent of the moderate size and outstanding carcass qualities that originally attracted him to the breed, Dave tried to steer the breed back to its roots.

In the late 1990's Dave heard about the development of the new breed "Square Meaters" by Rick Pisaturo. After several telephone conversations with Rick about getting started with Square Meaters the project was put on hold as no export qualified semen was available at that time.



Foundation females at Glenbrook Farm, Indiana, USA.

In 2006 Dave purchased some straws of "Caloona Trouble", the first bull whose semen did qualify for export to the USA. Later that year he purchased Thurlo Park Winchester who had been direct imported by a Lowline breeder and only used for commercial cows. Dave brought him home to

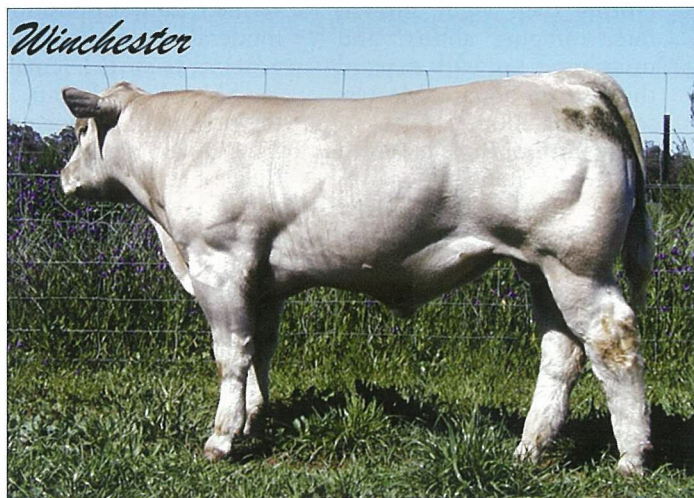
Indiana, recorded several of his Reg. MG cows and began the new journey of developing a herd of moderate framed, deep bodied, early maturing, cattle capable of finishing on grass.

Dave says...It's exciting to be a pioneer in bringing these wonderful cattle to the USA! ■



GLENBROOK FARM

Foundation Herd of Square Meaters in the U.S.A.



*Home of the first U.S. born
registered Square Meaters
bulls and heifers*

*Co-Owner of
Thurlo Park Winchester*

Dave and Sandy Moeller

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**Phone: 765-679-5071
E-mail: mojaxcow@aol.com**

An opportunity on the horizon

The Square Meaters breed began its American journey in very diverse regions.

In the east-central U.S., Dave and Sandy Moeller of Indiana have dual-registered 16 Murray Grey females with the Square Meaters Cattle Association and produced two Square Meaters calf crops (the first in the U.S.) by natural service to Thurloo Park Winchester, or by A.I. to Caloona Trouble. To date, they have fully registered one heifer and one bull out of these foundation cows.

Mindful of the importance of the commercial market, they have promoted Winchester semen and bulls for commercial use and have several purchasers

waiting to select from 10 bull calves from their 2008 calf crop at weaning. The Moellers are active in the American Murray Grey Association, of which Dave is past-President. They use their extensive knowledge of the breed to assist interested parties in finding suitable females for dual-registration. Among these is Russ Wischover who has purchased four dual-registered heifers bred to Winchester. Dave states the small number available has kept the number of registrations low.

The state of Colorado lies some 1,300 miles west of Indiana and offers a different set of challenges. With a fourth of the average



These bull calves were born in America using Australian Embryos.

annual rainfall of Indiana and grazing at altitudes up to 9,000 feet (2,743 m), it provides a true test of the breed's versatility. In 2008, 15 crossbred calves by Winchester were born at the San Juan Basin Research Center of Colorado State University. The calves were reared on several thousand acres of unimproved native grass at an elevation of 7,800 feet (2,377m). Dr. Doug Zalesky, Research Center Director, termed their performance "truly impressive and exciting". Noting their vigor, growth rate, foraging ability, and muscling, he will expand the use of Square Meaters semen for 2009.

The birth of three purebred Square Meaters bull calves by embryo transfer made 2008 a memorable year for Carolyn Watson of Colorado as well. Two of the calves are by Thurloo Park Sako, and one is by Caloona Trouble, out of Thurloo Park females. Carolyn will implant her 20 dual-registered cows this fall, using Winchester as a clean-up bull. She advises a

sale is in progress of dual-registered females to three future Square Meaters breeders.

An exciting opportunity is on the horizon in a new region of the U.S.: The Square Meaters has made the "short list" of breeds under consideration by the state of Louisiana's Beef Council for development of a moderate-framed Brahman x British cow for its subtropical climate.

A Council member stated: "Square Meaters crossed with modern tenderness-verified, calm-dispositioned, moderate-framed Brahman genetics as an F-1 female or $\frac{3}{4}$ SM $\frac{1}{4}$ Brahman...has the potential to become the new Queen of the southern forage-based beef business."

The new cross is central to the Council's plans for expansion of Louisiana's stocker industry to serve the 400,000 calves now sent annually to stockers outside the state. The choice of the Square Meaters would be invaluable in advancing the reputation of the breed in the United States of America. ■



Misty Meadows

Square Meaters Stud

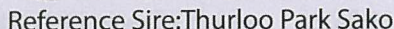
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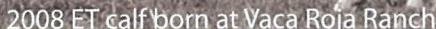


2 yr old Misty Meadows Bounty MM7, son of Rainbow Estate Xanadu. 8 Eight Genestars for Tenderness



SQUARE
meaters

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Square Meaters cattle.**



At times, that grass is less than ideal, while at others it is as lush as any in the U.S. The Murray Grey was Australia's first gift to the cattle world—grass efficient, heat tolerant, fertile, calm, and possessed of a superb carcass prized especially for its tenderness. In the 1990's, some Murray Grey breeders became concerned that the trend towards larger cattle was threatening the very existence of the moderate sized, high efficiency Murray Grey. Under the leadership of noted grazier Rick Pisaturo, a new organization was formed to preserve the moderate Murrays and to continue to develop them into an even more efficient and outstanding carcass breed. Their name, **SQUARE MEATERS**, is both humorous and appropriate. They're compact, well-muscled cattle.

No, they're not miniatures, mate.

So, what do they bring to the U.S.?

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- ☒ Improve muscling and carcass quality when used in cross-breeding

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Featured in the August, 2007, edition of **Small Farms** magazine-----

Thanks, Australia!

“While the drought has inflicted a heavy toll on many farmers and graziers, it has also reinforced the basic premise of the all-Australian Square Meaters breed—that moderate framed and heavily muscled cattle with in-built fertility, early maturity and quiet natures are the key to efficient beef production in both good times and bad.”

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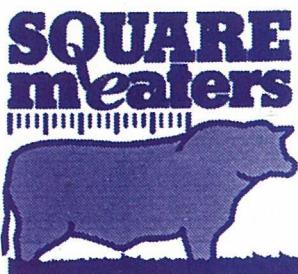
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*PROUDLY SUPPORTING
THE SQUARE MEATERS CATTLE
ASSOCIATION OF AUSTRALIA*

CRT are proud to sponsor SMCA

John Lamont of CRT Queanbeyan, Murrumbateman and Hall (QMH Rural Services) is proud to announce their sponsorship of the Square Meaters Cattle Association of Australia Limited (SMCA).

John Lamont took over the CRT franchises in the Capital Region in August 2008 and is keen to build the CRT brand in the area.

Over a number of years, John has established a relationship with Tony Cairns of Rainbow Square Meaters, Braidwood and Ernie Stephenson of Woolaringa Stud, Goulburn. John found both of these Square Meaters breeders to be "honest and upstanding" gentlemen, so when Tony Cairns approached him with the proposition of sponsoring the Square Meaters Cattle Association, John found it very hard to say no.

The Square Meaters breed is a relatively new breed and the franchises in the Capital Region are only new enterprises. John thought together CRT Queanbeyan, Murrumbateman and Hall and the Square Meaters could grow and prosper together. That is why he is putting his money and faith in the Square Meaters.

To help return the support to John, the Square Meaters Cattle Association of Australia is requesting that all breeders contact CRT in the Capital Region and order their farming needs. The staff will be more than happy to ship the stud breeders requirements to wherever they are located within Australia. Just let the friendly staff know that you are associated with the SMCA.

Together we can assist John to build his business and the CRT brand in the Capital Region and the Square Meaters Cattle Association will benefit with renewed sponsorship in the future.

As part of the CRT "Local Blokes" network, QMH Rural Services can provide you with all your farming needs.

CRT has built a solid reputation amongst primary producers and rural communities as reliable, progressive and innovative leaders in rural retailing.

CRT "Local Blokes" are also well supported by the group's 260- strong national agronomy team and well resourced team of animal health experts.

With quality branded products from Fort Dodge,

Merial, Ancare, Pfizer, Ridley, Aleis, Allflex, Gallagher, One Steel, LNT, Tru-Test, Thunderbird, Philmac, PPI and Grow Force your local CRT store has all the goods you'll need to ensure your farming enterprise runs efficiently and your profitability increases.

Your CRT store carries a wide range of animal health products including vaccines, parasiticides and feed supplements and your CRT "Local Bloke" can also advise on farm management options and pasture improvement.

The capital intensive nature of farming means farmers need access to a range of financial services in order to maintain and develop their operation.

Through an alliance with the ANZ bank CRT members are able to assist their clients with accessing a range of funding options to help them with new

equipment, stock or land acquisitions.

This is just one of many customized services that CRT stores provide to their clients.

As local operators, CRT store owners understand the need for a flexible approach to business because they know that local conditions don't always work in tandem with even the best business plan. Working closely with their clients to provide useful and relevant service to meet individual goals has contributed significantly to CRT's reputation as strong community supporters and leaders in their field.

For information on how you can improve the health of your livestock and your profitability call in and see your CRT "Local Bloke" for expert advice, great service and competitive pricing. And don't forget to tell them that the SMCA has sent you. ■



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Functional cattle bred to perform

Brinsley Square Meaters Stud was founded in 2000 by Deb and Tony Cotter and occupies an 1100 acre valley on the banks of the Hawkesbury River near Windsor NSW.

Eight years of breeding has culminated in the awarding of Supreme Exhibit at Sydney Royal 2008 to their home bred sire Brinsley Anzac.

"It was wonderful to receive this ultimate accolade as confirmation of our ongoing selection process and breeding program" said Deb Cotter. "It was made even more exciting by the fact that Anzacs dam, Baldry Isabelle, was represented by a total of 7 progeny and

grand progeny at Sydney Royal shown by a number of different exhibitors". All of these animals were successful in their respective stud and steer competitions including Reserve Champion Snr Bull Gleannholme Aristocrat".

This wonderful cow has been one of our most consistent producers providing us with 6 consecutive bull calves to this point. She was also used in our embryo program and has supplied us with a grand total of 44 "A" grade embryos from just 2 flushes. Quite an amazing feat considering that an average result is around 4 fertilised embryos!! Some of these eggs will be transferred into



Brinsley Square Meaters produce reliable and predictable progeny.

recipients this year and hopefully we will be rewarded with a much anticipated heifer calf.

Our foundation animals were initially selected for correct phenotype with emphasis on structural soundness, carcass attributes, high reproduction and efficiency. By placing importance on identifying truly exceptional females like Baldry Isabelle in conjunction with using

prepotent, herd improving sires we are able to produce reliably predictable progeny that perform well on grass. These grass based genetics result in offspring that are functional, sustainable and bred to perform.

We hope to continue to consolidate these attributes with our linebreeding program allowing true specification breeding and produce made to measure beef. ■

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her·i·ta·ble (hĕr'ə-tə-bəl) *adj.*

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Windsor, NSW

Medium framed, early maturing

The story of Square Meaters actually began early last century when a line of grey calves were born at the Sutherland family's Thologolong property in the Upper Murray. Thanks to the determination of Ena Sutherland and her daughter-in-law Helen these curious grey cattle descended from a roan shorthorn cow and a series of different angus bulls were line-bred rather than slaughtered.

Over time they earned a reputation for their quick growth, superior feed conversion and carcass merit, and in the early 1960's the Murray Grey Beef Cattle Society was formed to register the cattle and to

administer the breed.

Just a decade later the arrival of European breeds of cattle had a dramatic impact on the Australian cattle industry. Within a couple of generations the early maturing types which had so long dominated the sector for so long had given way to much larger, leaner animals which took much longer to finish for market. Ironically a breeder who had helped drive that 'bigger is better' mantra, Rick Pisaturo, would also be one of the first people to see flaws in the sizing up of the herd. In the early 1990's Mr Pisaturo determined that a market existed for a specific type of beef animal— and specifically a breed that was fast growing



The original Grey was a heavily muscled, moderately framed and early maturing animal.

and well muscled but very importantly early maturing. He knew very well just how good those original grey cattle were and by the meticulous selection of older style pre-1970's Murray Grey bulls and females he produced the world's first Square Meater calves at his Mandalong Stud in 1994.

As developed by Mr Pisaturo, Square Meaters are medium framed heavily muscled and early maturing

animals able to finish at a young age off grass or grain. They have inherently quiet temperaments, calve easily and are naturally polled. Just as the original greys were prized for their efficiency and famed for their ability to produce prime grade beef, so are Square Meaters consolidating their own reputation as a breed for both today's discerning consumers and production driven producers. ■



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CHEEVEY FAIRM

Quiet & easy to handle cattle

By Peter Horne

Some months ago we became the proud owners of a couple of Brahman heifers (Dee Dee & Opal). Both heifers have become integrated into our herd of stud Square Meaters cattle for the purpose of crossbreeding.

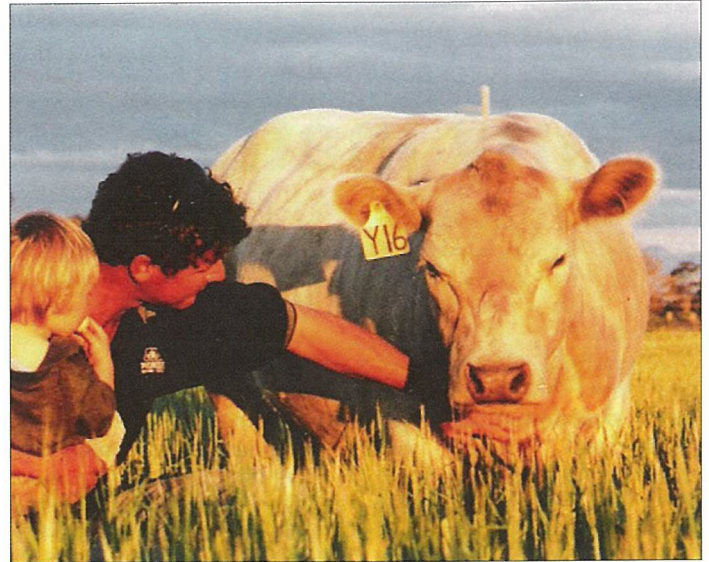
The Brahman's are registered, well looked after cattle that are quite willing to eat out of our hands.

However, as I have learnt, they are sensitive types prone to the occasional dummy spit. I have always known that the Square Meaters are a well mannered easy handling breed of cattle but it took my Brahman's to make me truly appreciate

the importance of these qualities in the Squares.

I have occasionally been in the practice of controlling the direction of flow of our Square Meaters cattle by merely tossing my cap or hat in front of the cattle in order to move them in another direction. The first time I tried this with Dee Dee, to my utter amazement she leapt straight over the top of a 4 strand barbed fence with electric out riggers on both sides.

Then there was the time I moved some of the Square Meaters into another paddock away from Dee Dee. She was not entirely alone as I had left her with the Bull. It so happened



Square Meaters cattle are quiet and easy to handle.

that Dee Dee, a sensitive individual, had become quite attached to one of our Square Meaters calves.

Dee Dee could see the calf on the other side of the fence but that didn't matter. She threw herself at the fence that separated herself from the calf, snapping a star picket off at ground level. The electric outrigger then gave her a jolt for her troubles. It was then that I quickly ran the cow and calf, the object of Dee Dee's affection back into her paddock. All was again well at Chipililo.

Then there is Opal. I thought Opal might be different. She was different; at least she was not intent on destroying my fences.

We tried to halter train Opal but only ever succeeded in getting her to turn in circles. Moving in a straight line was just a bit too hard. She was not happy about the halter so to our amazement and amusement she would put her head down and do a somersault. That was something that I had never ever witnessed before in cattle.

The day came when we wanted to load Opal onto a truck. This was too much for Opal as she rolled back the eyes and fell to the ground. At first, I checked to see whether she was still breathing. There was nothing we could do to get her up or even make her recognize our attempts to communicate with her. I left her tied to a rail and walked away in the hope that she would not be traumatized by our presence. Twenty Minutes later Opal was on her feet as if nothing had ever happened.

As much as I like the Brahman's; give me Square Meaters any day for their easy handling easy-doing nature. I've had numerous people comment on how quiet the Square Meaters are, but it took our Brahman venture to realize just how quiet and easy-doing the breed really is.

Square Meaters are the ideal breed for newcomers to the cattle industry. These are the kind of cattle I want to breed. Lets hope the cross breeding injects some of that into the Brahman's. ■

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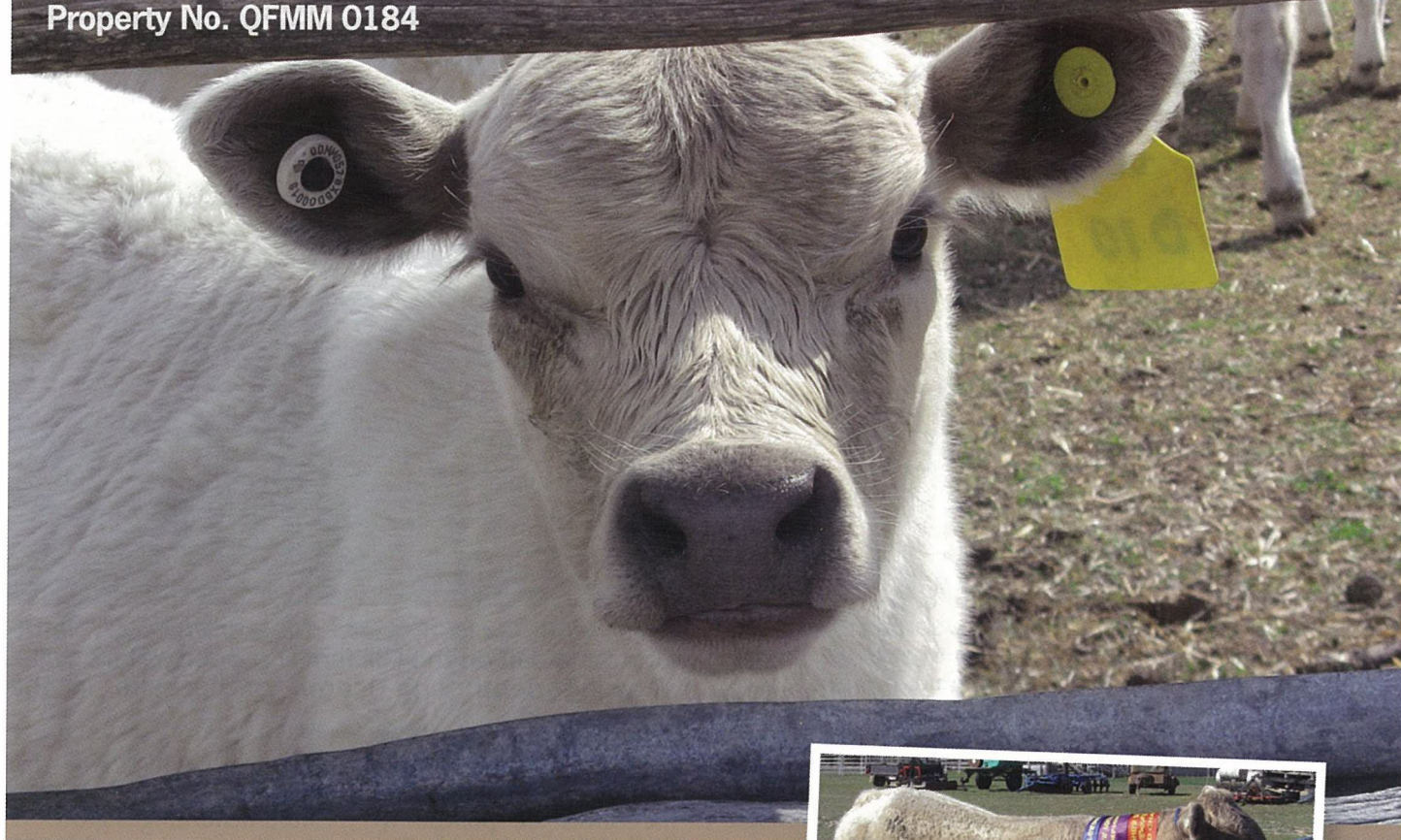
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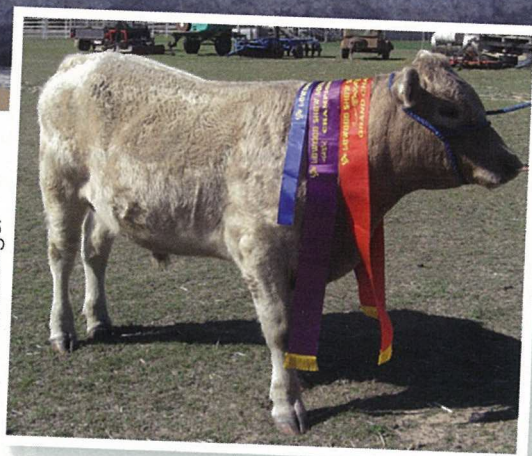
Our stock are quiet and easily managed — suitable for school agricultural science departments.

Currently standing at "Pine Park" are Cluskers Aussie Battler and Chipililo Challenger (out of Vesco Upbeat by Darlea Wizard) — "Grand Champion Bull" at the 2008 Lowood Show.

In 2009 we will have for sale a number of young bulls and proven cows-in-calf.

To inspect stock, call Murray Travis on (07) 4695 0095 or 0439 912 798 or email murraytravis@bigpond.com

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A new dimension in crossbreeding

By Graeme Singleton

After a 30 year association with Santa Gertrudis cattle, a family at Bonville south of Coffs Harbour, is embracing a new dimension to their breeding programme.

Two and half years after biting the bullet and buying a Square Meaters bull, the Gill family is starting to realize that bigger is not always better.

Viv Gill started the ball rolling by buying a bull from Graeme Singleton's Muurabay stud.

Viv unexpectedly passed away last year, and now the farm which produces macadamias and small crops

as well as cattle, is in the hands of his wife Narelle and son Robert. Viv was initially just keen to improve the calving ease of his pure and cross bred Santa Gertrudis heifers, but as those calves have grown out his son is starting to appreciate the other advantages of using Square Meaters genetics.

"The calves just slipped out and for the first time in years we didn't have to intervene at calving," Robert said.

"As they've grown I've noticed how much thicker they are, and how much quieter they are in the yards. As I work in town through the week [Robert is a tractor



A 3 month old Square Meaters cross Santa Gertrudis calf on the Gill family property at Bonville, showing depth and length of her sire in the background.

mechanic] Mum and I really like the fact that all the calves are polled. We don't have a lot of spare

time, so having cattle that are quiet and that don't need dehorning is great."

The first Square Meaters

Square Meaters

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A 15 month old Square Meaters x Santa steer, well muscled and ready for sale to the premium local trade.

cross calves, from first calf Santa and Santa/Hereford heifers are getting ready to turn off at just 15 months of age.

Robert has been paddock supplementing them with cracked corn, and again the Square Meaters calves have shone.

"They took to the corn much quicker than the Santa steers, and started showing the results of the extra feed much sooner."

"Although the yearlings by the Santa bull have a much bigger frame, the Square Meaters calves are much better muscled and they've started finishing on the flush of summer pasture – even the heifers," Robert said.

"They are really showing their early maturing. While the Santa steers are still growing, the Square Meaters calves are putting on muscle and laying down fat."

"I reckon we'll be selling them 5 to 6 months earlier than our Santas, which means we'll be getting our money earlier, and that just makes great business sense."

Over the years the Gill's

Santas have often topped the Grafton fat cattle market; so how is Robert feeling about sending his first Square Meaters cross steers?

"For my mind they are much better calves. They aren't as big in their frame but they weigh just as much. I am confident they'll easily make 420 to 450 kilograms and with their muscle and finish they should attract the attention of the butchers," Robert said.

"Our Santa steers usually go to bullock finishers but I think the Square steers will be right on the money for the premium local trade."

Robert is also quietly confident his father's introduction of the Square Meaters bull will also enable him to run a few more cows, as they won't have steers on the place for 20 months to 2 years before they're ready to sell.

Robert Gill is slowly but surely getting hooked on Square Meaters.

He's getting used to the fact that the calves are much smaller when they're born, and that while they don't



At the business end the Square Meaters steer (right) is showing plenty of extra muscling and earlier finish.

cast quite the shadow of his pure Santas as yearlings they are thicker and better muscled.

As he said, the Square Meaters calves have made

him realize that when it comes to production efficiency it's not how big cattle get that's important, but rather how they get big. ■

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The production is still there

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Square Meaters are different and are meant to be so, in look and performance. While most beef producers are only concerned with kilos and dollars per kilo, Square Meaters breeders are concerned with a superior beef product. The production is still there; in fact production per hectare is increased. We are able to carry more cows per productive area and the live weight of our calves is about 70% of larger framed cattle, and then Squares have a high yield with more actual saleable meat.

Do a quick calculation of a 450kg calf at 55% HDW compared to two 320kg

calves at 60% HDW. Then factor in the bone-out percentage. A smaller skeletal frame, which means less waste from bone, with a high muscle score (B). Then also factor in that many of the heavily muscled breeds are leaner and take longer to finish, while the Square finish in 30- 60 days (depending on pasture quality and availability).

We are concentrating on genetics that grow quickly to maturity (the point where all the saleable factors converge), are well muscled, have length of body and have the ability to finish quickly; either off short season pasture, forage crop or grain as a last resort. Allied to the production aims is the aim for a



The Square Meaters breed offers a superior beef product.

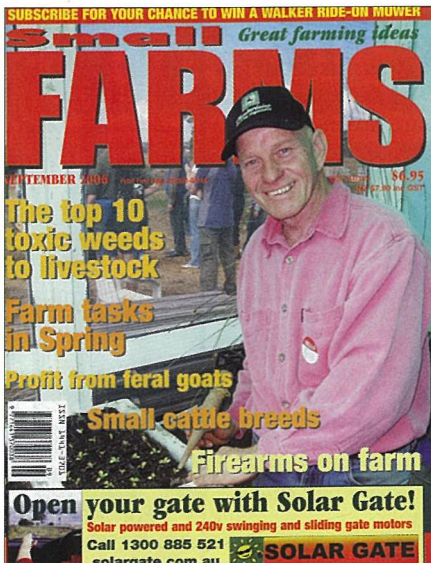
superior, fine grained and tender product.

There are also fertility advantages with Square Meaters. When you consider that the first productive function in a cow to suffer in hard times is her ability to conceive (fertility), then the Squares with their lower body maintenance requirements have a head start. Most of our cows calve in the first three weeks of the calving period and the last three years this has coincided with extended

dry periods and hot north-west winds that have dried the pasture off and reduced nutritional value.

Square Meaters beef cattle are different in two main ways; firstly they are focused on a superior beef product and secondly they are focused on production efficiencies that increase profitability for the cow calf enterprise, and that produces a whole lot different kind of cattle than the bulk of the "modern" cattle breeds. ■

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Another first for our 'Treasure'

The 2008 Brisbane Royal Show saw the unprecedented occurrence where both of the Square Meaters Grand Champion exhibits "Vesco Bobby Dazzler" and "Vesco Belle of the Ball" are the progeny of the same dam, "Domvale Treasure".

Coincidentally these two champions were born in the same year "Belle" in January and "Bobby" in December 2006.

The marvelous matriarch of the Vesco Square Meaters Stud, "Domvale Treasure" herself a multiple Royal Show Champion, winning the Champion Square Meaters Female award at the 1999 Toowoomba Royal Show, the 2000 Toowoomba Royal Show and also at the 2000 Brisbane Royal Show. "Treasure" now has seven offspring that have been shown and all seven are Royal Show Champions.

The show successes of "Domvale Treasure" and her offspring are far too numerous to list but the major ones are listed below. Suffice to say that this marvelous cow will leave a major legacy within the Square Meaters breed.

The young bull "Vesco Bobby Dazzler" (sired by Darlea Wizard), 2008 Brisbane Royal Champion, 2008 Toowoomba Royal Champion, 2008 Royal Canberra Show Junior Champion.

At 30 month old "Vesco Belle of the Ball" (sired by Vesco Vital Signs) despite only being five days into the class and giving nine months away to the nearest competitor - 2008 Brisbane Royal Senior and Grand

Champion female, 2007 Junior Champion Square Meaters Female.

Vesco Zippity Do Da (sired by Liath Atholl Galashiels) at 28 months of age, 2006 Brisbane Royal Champion Cow or Heifer.

Vesco Yes Man (sired by Vesco Vital Signs) 2004 Brisbane Royal show - at 13 months of age Champion Square Meaters bull, 2004 Lowood Qld Show - at 11 months Supreme Champion British Breed Bull

Vesco X Marks the Spot (sired by Liath Atholl Galashiels) 2003 Brisbane Royal Champion Square Meaters Bull - at 15 months of age, 2003 Lowood Qld Show Supreme Champion British Breed Bull.

Vesco Wise Guy (sired by Liath Atholl Galashiels) 2002 Brisbane Royal Champion Square Meaters bull at 12 months old, 2003 Boonah Qld Show Champion Square Meaters bull, 2003 Boonah Qld Show Supreme Champion British Breed Bull.

Vesco Victory March (sired by Liath Atholl Galashiels) The first of Domvale Treasure's calves and the first in a fantastic line of Royal Show Champions.

2001 Royal Brisbane Show Champion Square Meaters bull

2001 Toowoomba Royal Show Champion Square Meaters bull.

Vesco Victory March has gone on to be a sire of major influence within the Square Meaters breed with many of his progeny also Royal Show winners.



"Domvale Treasure" is a multiple award winning female and has produced excellent progeny. All seven of her offspring have been Royal Show champions.

Jo van Elten of Vesco Square Meaters is proud and very thankful that a cow of such quality as "Domvale Treasure" is the leading lady of the stud, with her great temperament

and conformation as well as her "air of superiority" and showiness and at eleven years of age she is still a stunner.

"Treasure" is the stud's greatest asset. ■



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Early maturing and efficient

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Early maturity is the cornerstone of the Square Meaters breed. Along with maturity come the obvious efficiencies of feed conversion, time to market and cow carrying capacity.

The first thing you will notice in early maturing cattle is the width between the eyes and the short, wide muzzle.

The cattle must be thickset from the nose to tail, carrying this thickness right through the neck, shoulders, loin and rump. This length of thickness also gives greater heart room, pelvic and body capacity – with a huge grass conversion factory in the middle. You will notice, however the shorter legs and usually a shorter neck. Less bone means lower body maintenance requirements and increased yield off the long, wide frame (“Double profit”).

Square Meaters are not “dumpy” but balanced in length. This differentiates them from other early maturing breeds. There is a

weight in length, and when the extra muscle is added to the frame, the yield increase is evident.

The muscle score should be “B”. Have a good look, there is an optical illusion with thickset, muscular cattle that makes them seem less long. Many cattle judges confuse this and do not factor this into their comparisons.

Skin pigmentation is quite often overlooked in the Square Meaters. The skin colour should be black or grey, particularly around the eyes, nose and ears. The teats and/or testicles should also be black, or grey, and the inside of the flank and under the belly are all too often overlooked in pigmentation terms.

Square Meaters cattle have mandatory minimum and maximum height restrictions for registration. This concentrates, as stated, the meat yield into the length and width, and strictly maintain the thickness in the breed type, for both the bull and the cow. Many breeders are absolutely obsessed with height and frame score to



Square Meaters cattle are early maturing and have a high meat yield.

the detriment of other qualities. Why is it when frame score is raised in any breed that muscling and finishing ability are reduced in ration?

While many theoreticians – who may not be too closely in touch with real life – are still engaging in the idolatry of large size, with practical people in the actual world there is tremendous longing and striving to profit, if at all possible, from the convenience, humanity, and manageability of smallness.” (EF Schumacher – Small is Beautiful)

Mobility is not reduced in smaller cattle. It is rather enhanced because of a low center of gravity, reducing stress on joints and initially fewer problems from structural abnormalities.

Many cattle judges will tell you to start at the feet, when assessing cattle, and work your way up the beast. I believe this is

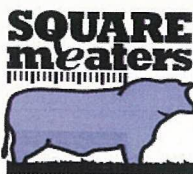
fundamentally wrong. Top line, that is spinal strength, dictates the setup of the animal’s structure. Poor feet or leg problems are just symptoms of a weak spine and start with the way in which the shoulders, ribs and hips are connected or angled for complete mobility and capacity.

“EF Schumacher in his book *Small is Beautiful*, says “For constructive work, the principal task is always the restoration of some kind of balance.” That balance, in beef production, is Square Meaters cattle.

“They encapsulate all the balance of production and profit for a beef breeding enterprise, maintaining length and increasing width without the waste of extra bone in the long legs and big heads.

Anyway, there are big things about Square Meaters; the meat yield, those bellies to convert grass into protein and profit. ■

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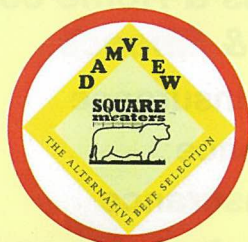
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