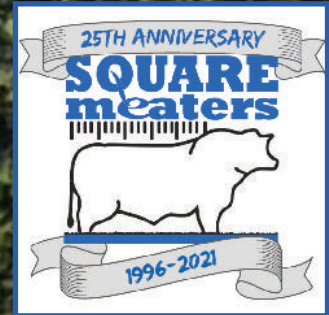


# Outside the Square



High Performance Cattle for Australian Conditions



- AWARD WINNING
- COMPETITIVE BREED
- MODERATE FRAMED
- EARLY MATURING

**SQUARE MEATERS CATTLE - "NO IFS, JUST BUTTS"**



# FROM THE CHAIRPERSON



ERIN WILCOCK

**WELCOME to the 2021 edition of Outside the Square Magazine. While we have gathered some interesting articles from our enthusiastic breeders, this edition should also provide a trip down memory lane, as we Celebrate the 25th Anniversary of the formation of the Square Meaters Cattle Association of Australia. After going through past editions, we just couldn't resist the opportunity to republish some older articles which are as relevant today as when they were first written.**

In a world of constant change and upheaval – from the terrible fires of the Black Summer on the East Coast to constant drought in Far North Queensland and Northern NSW, to widespread flooding and then the COVID-19 Pandemic affecting not just the nation, but the entire globe, there have been some glimmers of brightness. After years of poor cattle prices, those who have held on, whether through destocking early or agisting or just doing whatever it takes, there are now rewards to be reaped with cattle prices the highest they have been during the breed's history. The proof of the claims that have been made is now evident, as Square Meaters continue to do what they were developed to do ...produce premium quality beef that can be served proudly and confidently to our consumers, with fewer input costs. The fact that there are now a number of paddock to plate enterprises selling to repeat customers is the culmination of good breeding with modern marketing techniques.

Your board has been busy throughout 2020. We have revisited some past decisions and initiatives to see if they could be improved. We listened to the concerns of our members, and after much research rejuvenated the registration process. The change to the registration by-law was undertaken to streamline the registration process, with the aim of making it easier for our members. Thus far, feedback about the renewed registration process has been overwhelmingly positive and welcomed by our members.

The dwindling numbers of members due to both attrition of existing members, and a slowing in the rate of new membership, has been of concern to the Board. We addressed this from both ends. The Board members were tasked with contacting members who had not renewed their membership. This opened discussions on the reasons why members had left, which revealed invaluable information on problem areas that need to be addressed. Pleasingly, many of these members opted to re-join after we reached out. The Board has also introduced initiatives to draw in new members. This initiative is

aimed at encouraging existing members to sign up new members to a commercial membership at the Point of Sale. Part of The cost to the vendor will then be held as a discount with the Association; this initiative will be reviewed at the end of 2021.

During the term of the Board, Lisa Versteegen from Glenelva Square Meaters in Victoria was recruited to join the Board. Lisa's seat on the Board has given Victoria representation which is so vitally important. Lisa is a very passionate advocate for Square Meaters, in addition to being a very savvy commercial operator. She was the driving force behind the new initiative for expanding membership to be introduced during 2021.

With most Regional and Royal Shows cancelled during 2020 due to COVID -19 there is not a lot of news from the show ring, however it was great to see our members using social media and websites to promote their animals and sales. Square Meaters Association of Australia Facebook Page had 225 new page likes in 2020 taking our total page likes to 789 people. Our website, [squaremeaters.com.au](http://squaremeaters.com.au), has been updated in the members' search tab to a fabulous new look and easy to use search engine. There is also a new tab to direct you to LBC Centre for all your registration and animal search needs. Also members can now log in and edit their personal details on the members' page. We would encourage you to take a look, log in and update your details. These innovations have reduced the need for corrections and updates to be done through the office. They can be done in real time, reducing not only administrative costs, but frustrating delays.

During 2020 we had 6 new members join the Association and by YTD in 2021, we already had 2 new full members and 6 commercial members, plus 2 new initiative members which we hope will upgrade to full in the following term. This is an increase of almost 25% in our term. We are very proud of this achievement and are committed to continuing to regrow the membership back to the glory days. We would like to welcome all those new members; know that we are here to help YOU grow and develop your herd. 2020 saw 53 male interim registrations and 156 female interim registrations, 14 male upgrades and 101 female upgrades. Although this number is encouraging, we are hopeful 2021 will see even more uptake of registration due to the simplified, stream-lined registration procedure.

The Board introduced some policy processes aimed at improving accountability and increasing our awareness of the fiscal state of the Association. Each month, each Board member receives the sales summary for that month. In this way we are made aware of the number of registrations and upgrades. This has allowed us to target areas we need to grow. We have also introduced a document naming and numbering system to allow us to identify superseded documents. This process will be across both the hard copy (paper) system and the website.

Square Meaters Cattle Association of Australia is celebrating its 25th Anniversary Year in April 2021. The Queensland Breeders Group is working hard to get a great line up of cattle to Beef Week 2021 in Rockhampton where the celebrations will begin from May 2nd to May 8th 2021. Everyone is welcome to attend the event with or without cattle and we look forward to seeing some of you there. We wish everyone travelling to Rockhampton all the success in the world. The task of preparing cattle, travelling the long distances, the time away

from the farm, is Mammoth. You are all to be commended for your commitment and dedication to your animals and the Square Meaters Breed. Let it be known you go with our great admiration and heartfelt thanks for getting out amongst it.

I would personally like to thank the board members Christine Wade, Robin Prokopec, Kyla Palk, Lisa Versteegen. The COVID-19 pandemic has demanded a degree of agility from all of us, and none more so than the Board's eager adoption of new Zoom technology. Being able to conduct our meetings in a virtual face to face world has meant we have been able to have eager and earnest, if at times passionate discussions, whilst getting the job done. I am very proud of the respectful and determined way in which the Board has worked enthusiastically to improve and promote the Breed. We could not achieve any of this without the staff at LBC, Anne and Janelle, and Tim from Avid who has worked with us on the website improvements. I thank them, and all my fellow members who have supported me during 2021. Your knowledge, advice, support or just a chat has been invaluable.... thank you.

The Board members had specific portfolios: Christine Wade (VC) had taken responsibility for the Website, and Registration Process, and

shared administrative rights for the Facebook page with me. Robin Prokopec (Treasurer) had the unenviable task of putting the OTS magazine and the newsletter together, whilst Kyla Palk is in charge of Sponsorship and Promotions.

We are excited about our prospects for 2021. Now we have tackled the registration process, one of our aims for the year is to refine and design a fit for purpose "Semen Application and Approval" Process. The Semen Register has been updated on the website, but the process for gaining approval for use of semen is currently muddled. Watch this space!

Our ongoing challenges for 2021 are to grow our membership, ensure we continue to put our product into the marketplace, and have a good time in the process. With our current leadership team, I am confident we cannot do anything but succeed. If you would like to know more about our breed contact your nearest breeder, visit our website [squaremeaters.com.au](http://squaremeaters.com.au) or contact Anne at LBC Centre on 02 4232 3333.

**MAY 2021 BE THE YEAR OF SQUARE MEATERS AND A YEAR OF ABUNDANCE FOR ALL.**

COVER PHOTO – SILVER GULLY

# ***PRESTON RISE SQUARE MEATERS STUD***

**Good quality Bulls and  
Females for Sale**



**JBAS 8 Registered**

**Quality Bulls  
available for lease  
in 2021**

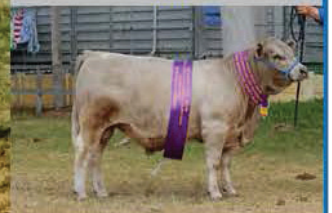


**Doug and Erin Wilcock**

**1801 Rosa Brook Road, Rosa Brook WA 6285  
Mobile: Doug 0417 326 698 Erin 0429 375 750  
[erindoug1@westnet.com.au](mailto:erindoug1@westnet.com.au)**

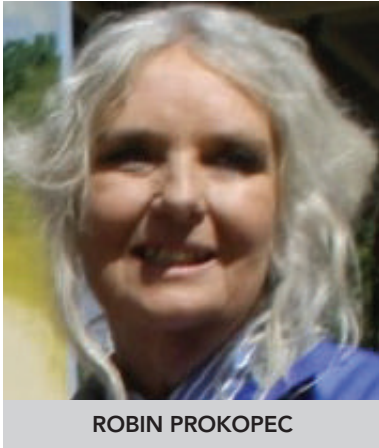


**2019 Perth Royal Show  
Grand Champion Cow and  
Bull**





# FROM THE EDITOR



ROBIN PROKOPEC

**What's in a name? A name can suggest much.**

**"Square Meaters", you say. "Square WHAT?" "What sort of name is that?"**

Square Meaters is a name like no other amongst cattle breeds and suggests the beautiful muscling and squared off shape of our great breed. It is different, it is unique and it 'stands out from the crowd', just like the cattle themselves.

## IT IS AUSTRALIAN! THE BREED IS AUSTRALIAN!

Twenty-five years ago, and later as the breed spread throughout Australia and went to various places overseas, the cry was "Square WHAT???" but no more. A small band of passionate and dedicated breeders has been working diligently at promoting the breed, making that name 'Square Meaters' synonymous with early maturing, highly fertile and easy calving medium framed, economical cattle, with a tremendous temperament and personality. With their beautiful temperament and being naturally polled, they are easy to work with in the yards, and perfect for young or inexperienced people to learn their cattle handling skills.

Square Meaters is no longer a name for conjecture and scepticism. It is known. The breed is known. Time and again Square Meaters have been successful in competition against the main stream breeds; their successes command respect, and so....

Congratulations to those who over the past 25 years have spent vast sums of energy, time and money on promoting our wonderful breed. With tremendous successes in the show ring, hoof and hook competitions and the saleyard they have made people sit up and take notice. No longer is it "Square WHAT???" The breed has made a name for itself, and now is the time to build on that and make it greater.

SQUARE MEATERS, a 'stand-out' name for an outstanding breed!

Robin Prokopec,  
SMCAA Editor, OTS.

# CONTENTS

FROM THE CHAIRPERSON	2
FROM THE EDITOR	4
MEASURED SUCCESS	5
DOES SIZE MATTER?	7
FORMING GREAT PARTNERSHIPS	9
COMPACT COWS	10
ROSIE & BETTY, THE STORY OF TWO COWS	10
THE LEACHMAN STORY	11
LOOKING BACK, MOVING FORWARD	12
DEVELOPING A MARKETING PLAN	14
GIVE IT A GO!	15
HOW SQUARE MEATERS CONVERT TO \$\$\$\$	16
PREPARING THE DOMESTIC CARCASS	17
PADDOCK TO PLATE	18
PREMIUM BREED FOR THE DOMESTIC TRADE	20
BEING PART OF A SUPPORT GROUP	21
PHOTOGRAPHIC HINTS AND TIPS	22
MEMBERSHIP LIST	23
STANDARD OF EXCELLENCE	25
MEMBERSHIP & REGISTRATION FEES	26
MEMBERSHIP APPLICATION FORM	27

## SMCAA ADVERTISERS' INDEX

GLENELVA, I BUSUTTIL & G VERSTEEGEN	22
HIGHBURY, E JOY	7
HOOF & HOOK COMPETITION	6
KILAYR, E & D MOFFAT	7
OAKVALE, G & H SEWELL	11
PALMERSTON, H LISTER	8
PRESTON RISE, E & D WILCOCK	3
RAINBOW VALLEY, R PROKOPEC	18
ROSSELINO'S, E & M ROSS	28
SHERRIFF ELECTRICAL	9
SILVER GULLY, WADE FAMILY	26
SMITTY'S FARM, C SMIT	8
SUNSET PARK, J GILLIES	19
VESCO, J VAN ELTEN	4
WILLOWS REST, K PALK	22



**JO VAN ELTEN**

183 BUMSTEADS ROAD, PRENZLAU - QLD, 4311

PH 07 5426 8137 MOB 0407 111 423

EMAIL: [jvanelten@bigpond.com](mailto:jvanelten@bigpond.com)



# MEASURED SUCCESS



**RICK PISATURO**

*\*From the Editor: Celebrating 25 years of Square Meaters, it is only fitting that we commence our magazine with a Rick Pisaturo (the breed's founder) interview.*

(Reproduced from OTS 2019)

## **Rick Pisaturo Interview by Colin Segelov**

The answer to the question of measuring Square Meaters is simple, according to original breeder Rick Pisaturo.

Now in his sprightly upper nineties, the proud recipient of an OAM who first discovered Australia as a POW, has done his best to keep out of any measurement row until now but, no longer a breeder, he says there's been little to change his views about "true Square Meaters".

Walking around the same Mandalong Park sales ring completed (only hours ahead of time) for the first Square Meaters' auction back in 1996, Rick is quickly down to basics.

Always an extremely hard working man very much of the moment, now a modern millionaire success story, he'll happily take anyone back to the beginning.

"It made sense then – still does now - to start a new breed project with a look at the market for meat, with particular regard to any area where there is greater demand for particular tastes than the existing level of supply.

"We're talking early 1990s, where I had a couple of butcher's shops and found, along with others, that housewives - 'householders' we say now – were asking for younger, tender and smaller portions of steak and other cuts."

"A lot of asking around and research led me to believe that I could quietly bring the size of the Murray Grey down sufficiently while increasing smooth muscling and achieving an even fat cover.

That, in short, is what led to today's Square Meaters."

Having lost none of the passion applied back then to the four-year development of his "ideal carcass for the domestic market", and reckoning that today's domestic meat buyer is more health conscious than ever in wanting quality over quantity, this former farm hand, soldier, real estate developer, cattleman – author even – prostate cancer survivor and now highly-focused horse breeder, seems indefatigable as he heads towards his centenary.

As is well known, Square Meaters were not Rick's first venture into developing a new breed.

While his earliest taste of country life was in Italian vineyards, labouring alongside his father, he was introduced to the cattle business through the well-known Badgery family in the NSW Southern Highlands as a prisoner of war farm worker he still farms his first breed, Mandalong Specials.

Today, they occupy the main paddocks, but share the wall space of his Mandalong Park office on the western edge of Sydney with sometimes fading photos of prize-winning Square Meaters along with his third celebrated success, Tropicanas.

But while one of Australia's most celebrated cattlemen may have moved on from the stock he bred specifically for the local market, and from active involvement in the breed's association that he originated, he counts them as one of his major achievements.

For a man who has achieved so much over the course of three-quarters of a century in his adopted country, that means a great deal.

(For those of you who don't know, after arriving here in 1941, he became a Justice of Peace in the 1950's, won a National Australia Bank Ethical Business Award in the 1960's and, in between, as well as his Order of Australia Medal "for Services to the Cattle Industry", as well as being honoured in homeland of Italy by being made a Cavaliere Dell'ordine Al Merito – Della Repubblica Italiana, and receiving numerous other awards.)

From his original selection of Murray Greys without declaring the new breed intent, to seeing his mild-mannered cattle admired and adopted across the country and internationally, he now continues to keep an eye on developments from the sidelines.

"They're breeding Square Meaters in America now, and I still believe they continue to afford one of the greatest conversion rates of any cattle anywhere," he says, more matter of factly than with personal pride.

Over coffee – Italian style – in his office, Rick rifles through a stack of papers on his desk and produces a promotional leaflet for a 40-lot Square Meaters sale in 2000.

It shows a Mandalong Park bred steer weaned at eight months, supplemented with grain feed in a small paddock for 60 days and gaining 2.3kilos per day (to 338kgs), a confirmed conversion rate of 1:3:8 claimed to demonstrate a way to double farming profits!

(He says the right pasture feed would have served as well – if he'd had it!

Typical bulls are shown as being weaned at eight months with an average weight of 255kg with equivalent heifers at 215kg.

From the outset, Rick recognised the need to regulate the breed, including this stipulation in the same leaflet.

"Registered Class 'A' to be deemed to be Pure Bred Square Meaters at 12 months measure at the top of the shoulder 110 centimetres for bulls and 107 centimetres for females. Any females measuring above this height can be registered Class "B".

Another rummage through desk papers comes up with a loose sheet headed "Rick Pisaturo/Don Burke Frame Score System", again reflecting those measures, along with the rider "Any bull measuring above 110cm will not be eligible to be registered...Any females measuring above 107cm will be deemed to be 7/8 Class "B".

All of which might seem to put a seal on the issue as far as Rick Pisaturo and his original Square Meaters Association is concerned... especially given this further rider.

"The Board of Directors may from time to time prescribe other characteristics as to the eligibility for registration in either class whether as to colour, polling, age, sex, size, height, weight or otherwise, solely or in combination PROVIDED THAT no condition shall be valid if it be inconsistent with the score system referred to in Clause 4.3".

AS a reminder to some, perhaps new to others, and a basis for discussion for all, it seems, this is the essential content of that clause as it appeared from the beginning.

Rick hasn't wanted to become embroiled in arguments of measurements, and after proffering his old records, quickly changes our location to Mandalong Park's stables and our discussion to his current primary passion of horse breeding.

He promises there's more to come "soon" in the manner of the historic 50:1 first-race win of Mandalong Vampire.

Brought back to cattle measurements, he'll only say that he was sorry to see the association "lose its way" for a while after it moved away from Mandalong Park. Neither Rick, his daughter, nor either of his two sons have carried on a family interest in Square Meaters. "One of the boys did think about it a while after I'd moved on from the association, but found the fees of that time too high."

Pressed further, he ends his reluctant contribution to the claims and counter claims of recent times, saying: "Even before I moved on, it was always thought the Board would need to maintain the right to change things to suit the market.

I can only talk to you about our original thinking and specifications".

Back in the Mandalong Park sales ring, now overgrown and used as storage space, Rick recalled that it was the promise of purebreds meeting those specifications that brought "amazing" prices for Square Meaters at that first sale in 1996 – a top figure of \$5,750 for a Class "A" heifer, and \$52,000 for a Class "A" bull.

Perhaps that's where we'll find the final word in proving his 20-year-old claim that Square Meaters would win wide appeal "because of their obvious extra profitability.

In today's money, (using the Reserve Banks inflation-adjustment formula), that's the equivalent of over \$10,000 for the heifer, and closer to \$100,000 for the bull.

On that basis you could be excused for thinking that a bet on Rick Pisaturo's Mandalong Square Meaters might still offer a better return than whatever odds any of his future Mandalong thoroughbreds achieve on the track!

A journalist of 50-years standing, Colin Segelov is a relatively new Square Meaters breeder, establishing a dedicated stud in the Southern Highlands of New South Wales.

*Ed's note: The original measurement frame scores remain the same with the only change being the inclusion of score 5 being inclusive for bulls and females.*

*The Membership did have a period of variable membership package deals, though now membership is an annual fee and pay for service.*

# HOOF AND HOOK SPONSORSHIP 2021

## At Royal Shows & Major Steer Competitions

### CHAMPION ON THE HOOF OR HOOK

SMCAA founder  
Rick Pisaturo

Sponsors \$500  
and

SMCAA sponsors \$200

for the

Highest CARCASE

gaining 80 points or more

SMCAA sponsors \$100



Champion Domestic  
Steer or Heifer (300-400kg)  
Melbourne 2019

Grand Champion Led Steer  
And Champion Lightweight  
Carcase at Lismore 2019



Grand Champion Carcase  
Highest Points 94.29  
Owner Bred Steer Perth 2016



Champion Lightweight  
Sydney 2016



Champion Heavyweight  
Perth 2015

### Entry Conditions Apply

The steer or heifer MUST be nominated as a Pure Bred Square Meaters Or by a Registered Square Meaters Bull, Square Meaters School Entries are Eligible and the Champion Hoof or Hook Winner is to email details to: [squaremeaters@bigpond.com](mailto:squaremeaters@bigpond.com)



# DOES SIZE MATTER?

That's cows we're talking about... (Reproduced from OTS 2016)

**David McLean, RCS General Manager**

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

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

1. Grow as much good quality grass/fodder as we can from the rainfall received
2. Convert that feed into as many kilograms of beef as we can at the highest possible economic margin.

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

Therefore, the bigger the animal, the more feed they need to eat to have equivalent intake above maintenance that can go towards production. Look at the LSU (livestock units) /DSE (dry sheep equivalent) tables from every RCS course manual and you'll see this relationship based on information that's been around for decades.

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


1. Analyse your business in more detail and compare your gross margins per LSU/DSE.
2. Ask the 80% of Qld that is drought declared at the moment if reduced carrying capacity is impacting their business. Or ask the hundreds of producers who are limited by scale if carrying capacity is impacting profitability.

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

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


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

Take a look at the 1st graph based on research by Kris Ringwall from the North Dakota State University. Mr Ringwall aggregated data for cows and calves into cow weight brackets. The blue bars show the




## SQUARE MEATERS

✓ Ticking the Quality boxes!  
J-BAS8




- ✓ Taste, Tenderness
- ✓ Feed Conversion
- ✓ Meat Yield
- ✓ Temperament
- ✓ Easy Calving
- ✓ Fertility
- ✓ Milk Capacity
- ✓ Polled
- ✓ Enquiries Welcome



**Adrian & Ellen Moffat**  
 Phone: 08 90765059   kilaysmc@activ8.net.au  
 30 Old Ford Road DALYUP, WA

# Highbury

## SQUARE MEATERS STUD



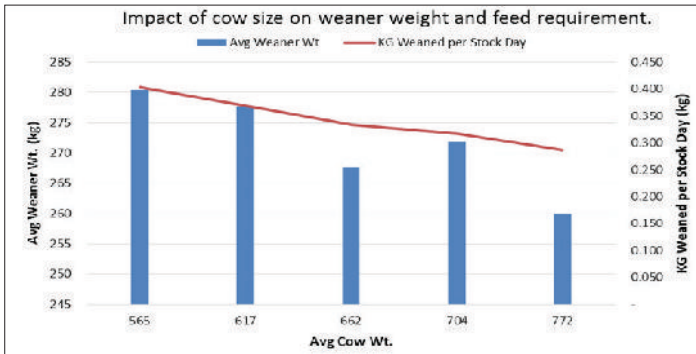
Breeders of Quality Cattle from  
Diverse and Proven Bloodlines

Stud and Commercial cattle for sale

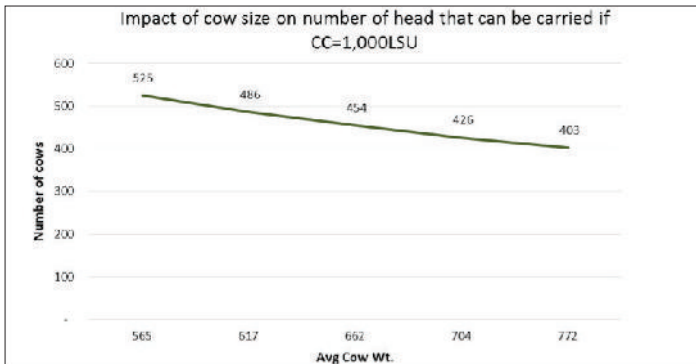
Contact: Emma Joy

Mirboo North, Victoria

Mobile: 0407855708



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



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

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

Therefore if you have a smaller, more efficient cow, you can run more of them with bigger weaners. This has a massive impact on returns per developed hectare.



average weaner weight compared to the average cow size. You can see that the smaller cows (they are still large cows mind you) produced bigger weaners than the elephants cows did.

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

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

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

**David McLean**  
**RCS General Manager**

RCS is Australia's best known and respected private provider of education, training and consulting services to the agricultural sector. Since its inception more than three decades ago, RCS has built its reputation through its vision for a regenerative Australian agricultural landscape, through its professional focus, and through client success and word-of-mouth.



**Palmerston Square Meaters**  
**Gloucester NSW**

Quality cattle of outstanding temperament

Contact Howard Lister  
 0404 451 499  
 Email: [palmerstonstud@gmail.com](mailto:palmerstonstud@gmail.com)



# FORMING GREAT PARTNERSHIPS

## Queensland Breeders Group

In February of this year the Queensland Square Meaters Breed Promotion Group was privileged to receive a Corporate Sponsorship from an outstanding 100% Australian Owned Company in **Sherriff Electrical Wholesalers**, and more specifically **the branch based at Albion** in Queensland. Sherriff Electrical are part of the **BGW Group** of Companies with extensive electrical and plumbing wholesale businesses being the core to the organization with over 1,100 highly skilled staff and based in more than 100 locations throughout metropolitan and regional Australia. You may ask why a large wholesale group such as **BGW Group** would sponsor a cattle organization and the answers are easy. BGW Group are a privately owned business that attribute their success and continued growth to their philosophy of believing in people, innovation, and providing quality products and services and giving back to the community.

All partnerships are formed on trust and an alliance that benefits both parties. So Square Meaters Breeders across Australia have a great opportunity to support the BGW Group of Companies by putting them at the top of the list when making purchases for a wide range of Electrical and Plumbing appliances and supplies across the Sherriff Electrical, CNW Electrical, Samios Plumbing and Robert Fergusson

Betta Electrical Branch Network. The list below is not exhaustive but any time you are thinking of purchasing:

- Electrical Lighting fixtures, Ceiling Fans and Power Outlets, cabling and wiring accessories
- New White goods such as Ovens, Fridges, Freezers, Washing Machines and Driers, Dishwashers and Microwaves
- TVs and Home theatre equipment
- New Gas or Electrical Hot Water Systems
- Split System Air Conditioning Units and Installation hardware
- Poly Pipe and Fittings to assist with Rural Water Distribution
- New Household plumbing fixtures to give the house a spruce up
- Solar Systems for House, Sheds and Water Pumping Solutions

Please give Matt Newman a call, mention you are associated with the Square Meater Cattle Association and these purchases will be available at great prices, which presents win for both our Corporate Sponsor and you! Even if you are not located near to his branch, Matt can organise to have purchases available for collection at a branch near you or freighted to where you need it.

The Queensland Breed Promotion Group would like to thank and acknowledge Troy and Michelle Anstis of Clearwater Square Meaters for negotiating this new partnership with Matt Newman from Sherriff Electrical Wholesalers Albion. Thank you, Troy and Michelle also for your generous donation of the large screen TV/ Monitor which will enable the Queensland Breeders Group to have a power point presentation displaying our wonderful breed along with acknowledging our Corporate Sponsor.

## PROUDLY SUPPORTED BY SHERRIFF ELECTRICAL

SHERRIFF ALBION  
11 ELLIOT ST  
ALBION Q 4010  
E: MNEWMAN@SHERRIFF.COM.AU

SHERRIFF.COM.AU | (07) 3606 3355

**SHERRIFF** ELECTRICAL WHOLESALE

**SHERRIFF**  
ELECTRICAL WHOLESALE

# COMPACT COWS THE KEY TO PROFIT

(Reproduced from OTS 2010)

**Article reproduced courtesy of Sheena Coffey and Stock & Land.**

*It would seem the rest of the world is finally taking heed of what the Square Meaters Cattle Association and its members have been saying since the breed was established in the 1990's – and that is that bigger is not always better when it comes to reproductive and production efficiency.*

*In this article published in The Land newspaper, Sheen Coffey gets the perspective of one of the biggest and most influential seed stock producers in the United States, Lee Leachman. He argues that too many cows are now too big for commercial beef operations. In a view shared across the United States where in all breeds there is a concerted effort to reduce frame, add muscle and focus on producing an earlier maturing animal that can be finished off grass.*

**Profitability is the most important trait in your herd.**

This was the most important message of US cattleman Lee Leachman, Leachman Cattle of Colorado, and not even the steady drumming of rain on a tin roof could drown him out.

Speaking at Tom and Olivia Lawson's Murrindindi property last week, Mr Leachman emphatically stated producers were becoming "lost in the forest because all they can see is the trees".

Breeders are getting stuck on estimated breeding values (EBVs) when they should be worrying about profit".

**And the ticket to breeding cattle for profit: a moderate-sized cow.**

He said an intense focus on breeding traits. Particularly growth – which had resulted in a 30 per cent increase in the size of mature cows in Angus and Hereford since 1970 – may have resulted in quicker turn-off and faster weight gain, but had not in turn had a positive impact on profit levels.

He argued selecting for growth, producers had selected for the underlying trait of appetite.

This in turn had increased feed requirements and productivity in the mature cow herd.

"We have done a really good job using EBVs to make cattle grow faster, but have we made a bigger profit?" he questioned.

Mr Leachman quoted research which showed the average cow size in Angus and Hereford had increased 100kg to 600kg from 1970 to 1999.

"We can roughly extrapolate they've gone up another 100kg since then." Research had shown bigger cows wean a lower percentage of their body weight, he added.

By focusing on growth and the underlying trait of appetite, producers had pushed feed consumption skyward: "for a 10pc cow size increase, we get a 70pc increase in consumption".

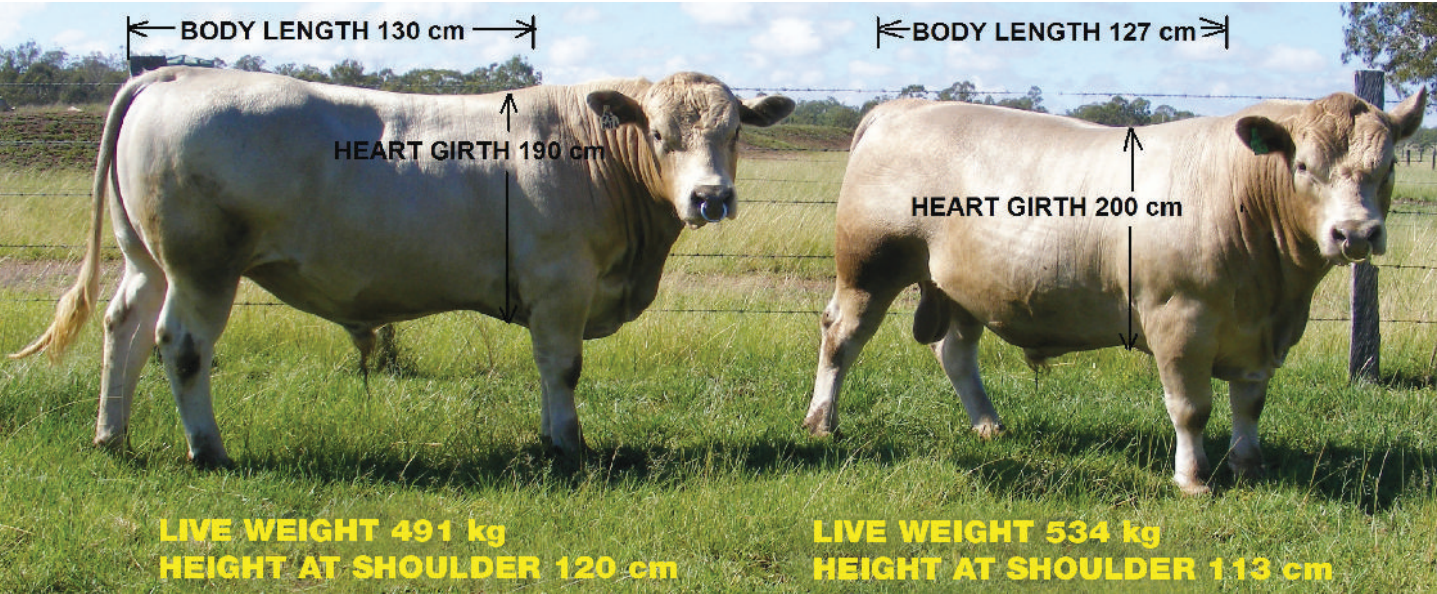
Gunning for more kilograms on calves via growth traits had also reduced cow fertility and longevity, with more moderate-sized mothers outliving and breeding their larger counterparts.

The key to profitability was, Mr Leachman said, building a moderate-sized cow and crossing her with a big bull, "that way you can have the best of both worlds."

**Betty and Rosie: A tale of two cows**

To illustrate a moderate-sized cow has increased profitability, Mr Leachman used the example of 500 kilogram Betty and 636 kilogram Rosie.

PROFITABILITY	BETTY	ROSIE
Weans pc of body weight	47pc	40pc
	= 235kg	254kg
At 200c/kg	\$470	\$508
<b>Rosie brings in \$38 more</b>		
Feed costs for cow and calf	\$350	\$419
<b>Feed cost difference of \$69</b>		
<b>Income difference of \$38</b>		
<b>Profit difference, \$31 in Betty's favour.</b>		
Cow Size		
Herd size (head)	120	100
Percentage weaned per cow exposed	87pc	84pc
Wean weight a percentage of cow weight	87pc	84pc
Weaning weight at 8mths	235	255
Total weaning weight	24, 534	21,370
Total calf revenue (\$)	49,068	42,739
<b>Profit advantage, \$6,329.</b>		
<b>Profit advantage per cow per year, \$63.29.</b>		





# THE LEACHMAN STORY

(Reproduced from OTS 2010)

**Article reproduced courtesy of Sheena Coffey and Stock & Land.**

Third generation cattleman Lee Leachman, Leachman Cattle of Colorado, US, has a 'type' upon which his production systems have been built. His preferred animal is moderately sized, with heavy muscling and high marbling.

He has broken away from the trend to breed for growth; instead he breeds for profitability.

On his family property located in Wellington, Colorado, Mr Leachman runs Angus, Red Angus and Stabiliser cattle for their maternal traits which maximise cow/calf profitability.

Charolais sires are selected for their terminal program.

Bulls are produced through a network of 18 co-operators who run 5,000 head of cows.

He culls with a heavy hand, wiping out 50pc of male calves at weaning, before placing 1200 bulls on test at home base in Wellington.

Selection objectives are based on multiple trait profit indices that place heavy emphasis on efficiency.

Since 2004, Mr Leachman says they have marketed over 7,000 bulls.



The Square Meaters female is in many ways the ideal breeding cow. With her early maturity pattern she'll go in calf as a yearling. With her moderate frame she will hold her condition when times get tough and she'll add muscle to her calves regardless of to which bull she is joined. Typically, a Square Meaters cow will wean a calf more than 50 per cent of her body weight – and that's a real sign of efficiency.

## OAKVALE SQUARE MEATERS

WONDAI QLD

THE HOME OF  
MULTIPLE STUD AND  
CARCASS CHAMPIONS  
QUALITY STOCK AVAILABLE



CELEBRATING 20yrs WITH THE BREED!

**Gary & HEATHER SEWELL**

PH: 0439 690 068 EMAIL: [gary@oakvalesm.com.au](mailto:gary@oakvalesm.com.au)

**VIEW OUR WEBSITE: [oakvalesm.com.au](http://oakvalesm.com.au)**



## LOOKING BACK, MOVING FORWARD

**Gary Sewell, Oakvale Square Meaters.**

Time does fly when you are having fun! It's almost 20 years ago since my wife Heather and I stumbled across these cattle with a name that caught our attention, that name "Square Meaters". Then we saw some photos and thought WOW, these cattle would be well worth a look at in the flesh. I found a number for the Square Meaters Cattle Association based at St Marys and gave it a ring. The person that answered the phone was the Secretary for the Association and had so much enthusiasm and knowledge on the breed. That person was Cheryl Mott and to this day I believe was the biggest asset to the Breed in those early days, nothing was too much trouble for Cheryl. Once Cheryl had told me the founder of the Breed was Rick Pisaturo this only enhanced our interest as I had knowledge of his achievements with-in the cattle industry with Manadalong Poll Shorthorns and the forming of the Charolais Cattle Association in Australia.

Cheryl had told me the person in Queensland to contact about viewing Square Meaters would be Jo van Elten from Vesco Square Meaters at Prenzlau which was only a couple of hours drive from home.

It wasn't long and we where in the car on our way to Vesco Square Meaters. You talk about passion then you need to talk with Jo, and the cattle we saw that day were above our expectations, just magnificent. On the way to Jo's it was the old saying "are we there yet" and on the return trip it only seemed like minutes as all we talked about were Sqaure Meaters Cattle and how quick we could start our Sqaure Meaters Stud.

In these early days the only stud in QLD was Jo with Vesco Sqaure Meaters, so with school holidays just around the corner we packed

our 2 children and set off for NSW to do stud tours. I think by the time we arrived back home the children had seen enough Square Meaters Cattle, and what magnificent cattle we had seen.

I then had so many questions in relation to pedigrees I drove both Cheryl and Mandalong crazy.

It was early one afternoon and the phone rang, it was Manadlong Stud, the drought had really struck and Rick had decided he needed to sell down some numbers. Rick had people coming around 9am the next morning to look at some of the cows and calves he had for sale. Without thinking I said would it be ok for me to have a look between 7-8 am in the morning and 'ok' was the answer. The only small problem was some 900km in between home and Mandalong. Straight on the phone to the airlines and no luck with a flight. So, I said to my son David would you like to go for a bit of a drive. We arrived at Mandalong on time and the cattle were in great shape considering the drought. I was like a kid in a candy shop. We walked away with 4 beautiful cows back in calf and 4 heifer calves at foot, what a start for Oakvale Square Meaters.

It was then time to turn our attention to a suitable Sire to complement our females, this was a task that turned out to be quiet easy with a return trip to Vesco Square Meaters and with the purchase of Vesco Wiseguy as our foundation Sire. We bred some really nice females from our small herd which was increasing in number and in no time we had some Wiseguy daughters that needed to be joined. Our children must have a short memory as soon as I suggested another trip to NSW to look for our 2nd Sire they were ready to go. We had a short list of potential Sires and after our visit to Ernie Stephenson's Woolaringa Stud our mind was made up with a great Sire in Woolaringa Extra a daughter of the outstanding Dam Woolaringa Leane S18.

The same scenario presented its-self in another couple of years with now needing to join Extra's females. I gave Ernie Stephenson a ring and asked him on potential Sires and he suggested Woolaringa Doug



Oakvale Man-O-Man,  
Grand Champion Bull in Parade of Champions



a frame score 3 young bull which we purchased unseen. We now had the opportunity to close our herd and with crossing the Extra females, which were larger in frame with Woolaringa Doug and visa versa. These matings gave us some exceptional progeny producing many Grand Champions both in the show ring and carcass competitions. Bar the introduction of only a couple of females, this crossing of the two lines and retaining the progeny that are better than their dams has kept us moving forward with the quality of our stock. In 2012 we launched Oakvale Paddock to Plate providing bulk beef packs to consumers and a way to value add our product.

This being the 25th Year for the Square Meaters Breed it gives a chance to reflect on memories of the past and thinking towards the Future. To Rick Pisaturo OAM for founding the Square Meaters Breed with his skill and knowledge to selectively mate those Traditional Grey Lines of cattle to meet the domestic market specifications with a quality product that offered producers an animal that was low in maintenance with excellent conversion rates and turn off, hence good profitability, we thank you!

We wish to also acknowledge and thank the past Chairpersons and numerous Directors of the Association that have given of their time freely to help with the management and moving forward of the breed. Thank you also Cheryl Mott and more recently Livestock and Business Centre for their Secretarial inputs over the 25 years.

In Queensland back in 2005 the QLD Breed Promotion Group was established enabling gatherings of Square Meaters enthusiasts which gave a forum to discuss the Breed with topics from nutrition, breeding and showing and all things in between. The Group was also able to fund the purchase of a permanent site with structures in place at Farmfest Field Day just west of Toowoomba this has been a great outlet for the promotion of Square Meaters Cattle. Now days with such social media outlets as Facebook the Breeders can stay in touch more frequently. Thanks to the efforts of Jo van Elten in getting the group off the ground

and the tireless efforts of Dawn & Bevan Voight making sure that all the Members were fed and watered along with Earl Powell whom I am sure holds the title of jack of all trades and always there to lend a hand.

How times change, in those early days the first question you were asked is what are Square Meaters and now days you can struggle to find someone that doesn't know about Square Meaters. People are recognizing the attributes of the Breed with their quick maturing pattern and how they fit in the domestic market offering Commercial Breeders great outcrosses that can turn a profit quickly. A lot of this has come about from within the show ring with many Feature Breed Shows and the great success of Square Meaters Steers not only on the Hoof but definitely on the Hook with some great achievements across the Country. Oakvale Square Meaters was fortunate to be part of the winning team along with Julie Gillies and another great promoter of the Breed in Eric Ross at the 2019 Brisbane Royal Shows Hoof Section of the prestige's Ken McDonald Shield where it is open competition against all breeds with our team of 3 steers. When you think the team of 3 was selected from just 4 Square Meaters while other Breeds had 10's of animals to choose from. This is not an isolated case the Breed has punched well above its weight in Hoof and Hook competitions across the country and this is a great achievement when you think of the smaller numbers of exhibits compared to some of the mainstream Breeds. Speaking for Queensland this success extends to the saleyard with many Square Meaters if not topping the price on the day they are always in the top end of the values.

With changing trends in technology within the Beef Industry as an organisation we need to keep on top of the changes and develop a good marketing strategy to move forward. Along with encouraging more youth members to the organisation as the breed is ideally suited for Youths to Handle and hone their skills.

Looking forward to the future, congratulations Square Meaters on 25 years!



Oakvale Helen K17,  
Brisbane Royal Show Grand Champion Female.

# DEVELOPING A MARKETING PLAN

(Reproduced from OTS 2010)

**Graeme Singleton, Muurabay Square Meaters.**

**As we all know all too well it is one thing to breed quality stud cattle, but yet another to sell them for a price that equates to a reasonable return on your investment of money, time and labour.**

Cattle are in so many ways no different to any other commodity, and if you look at any high profile business or stud you'll see similar characteristics which provide keys to their success. They share an ability to repeatedly offer to the consumer a uniform product with a proven and guaranteed reputation. In cattle terms they pick a type of animal and a level of customer service, stick to it, and make an ongoing conscious effort to improve it.

What they also share is the ability to reach their regular, and new customers, and keep their brand, be it a breed or stud, in the public eye.

In other words, they are very adept and skilled at marketing. It's a term which can send shivers down the spines of many and leave others running for a stiff drink, but ultimately we all have to get over being afraid of 'marketing' and learn to embrace it for our individual and collective goods.

Successful businesses plan to succeed. A failure to plan usually leads to failure. Effective marketing begins with ideas, clear objectives and a budget.

A Marketing plan is a way of pulling these factors together into a single reference document and forms the basis of your future marketing strategies. Marketing plans work best when they are regularly returned to, reviewed and updated. They are like that favourite family recipe which is repeatedly improved by successive generations.

So how do you create a marketing plan?

Following is a simple guide to some of the steps involved in setting up a marketing plan.

## 1. WHERE ARE YOU NOW?

What promotional activities have you done in the past, what did they cost and how effective were they? To avoid repeating your mistakes revisit what you've done in the past and work out whether those initiatives worked.

## 2. WHO ARE YOU AND WHAT IS YOUR PRODUCT?

Describe your business and your cattle. Be brutally honest here and look at your cattle from an outsider's perspective. Many times people who do this exercise realise they might need to improve their product and the consistency of it.

## 3. WHAT IS YOUR COMPETITIVE ADVANTAGE?

Outline why people purchase from you, and what are the strengths and weaknesses of your product and/service. Also take a look at what your competitors are doing, ie. Other studs, and work out how you can present yourself better.

## 4. WHO ARE YOU TARGETING?

Who are existing clients, what do they have in common and where might potential clients be found.

## 5. WHAT ARE YOUR OBJECTIVES?

What do you want to achieve in the short, medium and long term? Eg I want to sell a bull and 2 cows this spring, 3 bulls and 4 females next year and 6 bulls and 10 stud females a year within 3 years.

## 6. WHAT PROMOTIONAL ACTIVITIES ARE AVAILABLE TO YOU?

Consider all the options from advertising in rural newspapers, on the Square Meaters website, in our annual magazine or quarterly newsletters, sending out a newsletter, holding field days, being a member of a promotional group, taking your cattle to shows, phone calls to clients etc. Work out the relative cost of each activity and what factors will influence your ability to undertake it.

## 7. WHAT IS YOUR BUDGET?

In most businesses 7.5% to 10% of gross annual income is dedicated to marketing. If your stud operation turns over \$50,000 a year, around \$3,750 to \$5,000 should be allocated to promotion.

## 8. WHAT PROMOTIONAL ACTIVITIES WILL I USE?

Think out what are the most cost effective, enjoyable and easy to manage strategies in which you can be involved, and then establish how they will fit in with your objectives and budget.

## 9. HOW WILL I IMPLEMENT MY MARKETING PLAN?

Set out a schedule of what you will do and when. Eg August 3 – upload photos of sale stock to website. August 10-Book ad in The Land classifieds.

## 10. HOW AND WHEN WILL I EVALUATE MY MARKETING PLAN?

Asking your clients how they heard about you is a good way to start, and keep a record of what feedback you receive from various activities.



New members Rainbow Valley Stud choose Adelaide Royal to promote their Square Meaters cattle.



# GIVE IT A GO!

**Robin Prokopec, Rainbow Valley SA**

When we brought home our first two Square Meater heifers, the breed was virtually unheard of in SA. "Square what?????" people would say, and there would follow an explanation of the origins of the breed. Times have changed. People know about the breed now, and it is only very rarely that you come across that query.

This, I believe, is due to the effort that has been put into showing, in both breed classes and hoof and hook' competitions, where Square Meaters have been incredibly successful in this state.

To someone who is new to the breed, and especially those new to cattle, showing can so easily be put in the 'too hard basket'. It is easy to see how the prospect could be rather overwhelming – but it really isn't, and there is so much willing help out there for you.

Firstly, the SMCAA has a document to help first-timers. Don't be put off by its size; it is very comprehensive. It draws on the experience of a number of breeders over their years of showing, and covers everything you will need to know to get started. You won't have to learn by trial and error; it has all been done for you.

You will also find that other Square Meaters breeders will be only too willing to help you, and if there are none nearby, then exhibitors from other breeds are happy to be there for you. At a show, breeders from the different breeds are generally very friendly, and will do so much to put you at ease. We have made many lovely friends through showing. Without a document of any kind to help us, we were so appreciative of help given by others, in particular Roelf and Glennister deKoning of Argio Park Square Meaters, who have become very dear friends of ours.

When we first started out, thirteen years ago now, we had had very limited experience of any kind with cattle, but this breed is so sweet natured; we have found them to be incredibly quiet and easy to handle. With the breed so new to the state, it had never been shown here before, and the aim became to make their first show the Royal Adelaide. I was persuaded to participate, and so really jumped in at the deep end with no previous experience what so ever.

The Adelaide Royal Show was barely four months after we brought home our first two heifers from Magarette Bohm's Kelkette Park Square Meaters in Albury-Wodonga, and I found the thought of showing, especially at a Royal for the first time, more than a little overwhelming. We had no cattle yards or crush, and kept the girls in a small paddock. I took hay down to them a couple of times each day and spent quite a lot of time leaning over the gate watching and talking to them, and within a week they let me put on their halters! We had a woman coming each day at the time to look after the thoroughbreds which were agisted here, and she went down with me to tie the girls up for the first time, knife in hand to cut the rope 'if we get into trouble and all hell breaks loose'. The two girls just stood there and looked at us!

I really enjoyed myself in Adelaide and Roelf and Glennister were a wonderful help, but I would have been so much more confident and at ease if there had been a document on showing as there is now. I will never forget my first Grand Parade at the Royal. Night time with the



Royal Adelaide Grand Parade

floodlights blazing, horrific red cones lining the oval, horses scooting along pulling strange contraptions, weird never-before-seen animals, 'monsters' racing across the big screen..... and the nose clips fall out less than half way around the oval! Thankfully, I had gained the trust of my heifer with lots of talking and fondling whilst breaking her in, and I lead her around that oval gently rubbing her neck and talking soothingly to her all the way. She was like a coiled spring, (so was I!), but she didn't put a foot wrong. When it was over my relief was immense, I was on a real high and just couldn't wait to get back out there and do it all over again!

Square Meaters are very highly competitive with all the main stream breeds. At all our local shows now, it is always an all breeds competition with all breeds being shown together in every class, and Square Meaters are there in the winners' circle time after time. These local country shows are divided into divisions, and there used to be an award for the exhibitor who accumulated the most points from successes at the various shows in each division. Our Squares won the Central Division in 2013, and also the Southern Division the same year, together with the following year as well. I think this shows just how competitive against all comers this breed with its beautiful muscling can be.

I would strongly suggest that you 'give showing a go'. It is very rewarding, can be lots of fun, you learn a lot, you meet great new friends and you promote both the breed and your own stud. Contacts are made and enquiries and sales often result. Like Roelf says, the show is 'your front shop window'.

There's lots of help out there waiting for you. "GIVE IT A GO!"

# HOW SQUARE MEATERS CONVERT TO \$\$\$\$

(Reproduced from OTS 2016)

**Gary Sewell, Oakvale Square Meaters**

**NB: Prices as at 2015**

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

The Square Meaters Breed has been developed for the Australian high end domestic trade, and fits well with MSA (Meat Standards Australia) market specifications for the domestic trade for P8 fat, fat colour, meat colour, rib fat, eye muscle area, ossification, marbling and muscle pH; and a hot standard carcass weight of 200kg +.

Things that need to be considered when comparing different breeds and their profitability are the costs involved in finishing the animal for the targeted market. These costs need to include the ongoing cost of retaining the breeding cow.

For this exercise we can look to compare a Square Meaters Steer with a live weight of 375kg at 12 months of age to other larger framed British Bred animals with a live weight of 490kg at **16 months of age** both targeting the domestic trade and suited to MSA requirements.

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

There is a lot of talk within the beef industry with regards to Japanese Black Cattle and their high returns. In this comparison we look at the

domestic trade for these animals with a longer backgrounding and finishing time with turn off live weights of 685 kg at **28 months of age**.

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

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

All round the SQUARE MEATERS animal comes out on top with a 4 month and massive 16 months earlier turnoff, less feed costs and outgoings per head and the ability to run 5 Square Meaters Cows to a land area where only 4 of larger framed animals can be carried!



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

	Square Meaters	Cost \$	Larger Framed British Breed	Cost \$	Japanese Black	Cost \$
* Breeding Cow Feed Rations	450 kg Cow, 13.5 kg/day, 4,928 kg/year	493	600 kg Cow, 18 kg/day, 6,570 kg/year	657	650 kg F1 cow, 19.5 kg/day, 7,118 kg/year	712
** Calf weaned @ 8 mnths Feed Rations	235 kg weaning weight 8kg/d, 480kg for 60 days Gain p/day .75kg	86	280 kg weaning weight 10.5kg/d, 1890kg for 180/d Gain p/day 0.75kg	340	224 kg weaning weight 8kg/d 1,600kg for 200 days Gain p/day 0.5kg.	288
*** Feedlot Data Feedlot Ration	280 kg live weight 10kg/d, 600kg for 60 days Gain p/day 1.3 - 1.5kg	240	412 kg live weight 13.5kg/d, 810 kg for 60 days Gain p/day 1.3 - 1.5kg	324	324 kg live weight, 15 kg/d 6,000 kg for 400 days Gain p/day 0.9 kg	2,400
* TOTAL COST		819		1,321		3,400
<b>SALE DAY</b>						
Price for sale of steers using the Eastern Young Cattle Indicator as at 17/12/2015	375 kg live weight Carcass yield 55% Dressed weight 206.25kg @ \$5.87/kg.	1,211	490 kg live weight Carcass yield 55% Dressed weight 269.50kg @ \$5.87/kg.	1,582	685 kg live weight Carcass yield 57% Dressed weight 390kg @ \$10.00 /kg.	3,900
PROFIT per ANIMAL (After Costs)	<b>Age 12 months</b>	391	<b>Age 16 months</b>	261	<b>Age 28 months</b>	500
PROFIT PER DAY		1.07		0.54		0.63

\* Breeding Cow Feed Based on Consumption for 12 months @ 3% Body Weight per day (pasture @ \$100/tonne)

\*\* Calf Feed Consumption Rations @ 3% Body Weight per day (pasture/hay @ \$180/tonne)

\*\*\* Feed Lot Consumption Rations @\$400/tonne Feed Consumption @ 3% Body Weight per day.

Prices quoted are as at 2015.



# PREPARING THE PREMIUM DOMESTIC CARCASS

(Reproduced from OTS 2015)

**Terry Nolan, Nolan Meats, Gympie Qld.**

In September of 2014, Nolan Meats of Gympie processed and judged Square Meaters carcasses under guidelines set down by Meat Standards Australia (MSA), using the Australian Beef Carcass Appraisal System. This appraisal was carried out on behalf of the exhibitors participating in the Square Meaters Feature Led Steer or Heifer Carcass Competition.

On reviewing the results of the Square Meater carcasses it appeared that the Square Meaters breed are capable of meeting the requirements under MSA guidelines for the high end domestic trade.

MSA is a complete grading system developed to ensure the eating quality of beef for the Australian consumer,

My understanding of the Square Meaters breed characteristics with their early maturing pattern, efficient feed conversion and excellent temperament will stand the breed in good stead to meet the MSA programme.

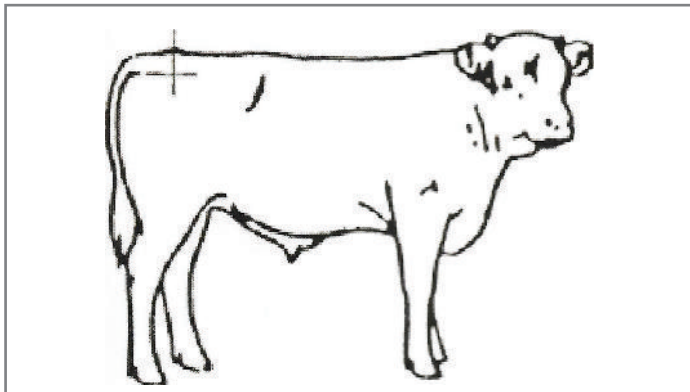
From a processors point of view, there are procedures that suppliers can develop to maximize the carcass quality, and hence the financial return.

The period of two weeks prior to slaughter is the most critical time for your livestock in that damage can be caused to the quality of the final meat cuts due changes in muscle glycogen (blood sugar) levels which rapidly reduce due to stress.

If glycogen levels are very low at the point of slaughter, a higher Ph level (acidity) results, which may cause a dark, undesirable meat colour (dark cutting). The optimum Ph is below a reading of 5.7.

Having a feed ration that provides the right feed intake levels for growth will in turn increase glycogen levels and carcass quality.

Other management strategies that should be considered to reduce stress include the selection of stock for temperament, as animals with poor temperament are susceptible to stress, and within a herd all it takes is one flighty animal to disturb the rest of the mob.



Locating the P8 site. The two intersecting lines on the figure indicate the position of the P8 site on the animal.

Cattle that are handled through stockyards regularly in a calm and gentle manner, and have regular human interaction are less prone to stress.

All cattle going to slaughter at the same time should be placed in a single mob at least 14 days prior to being shipped, so they can settle as a group.

Fat cover is another important factor in providing a desirable carcass, with a minimum of 3mm at the quartering site or 5mm at the P8 site required. If fat distribution is inadequate the carcass may fail to meet MSA specifications.

Fat depth in cattle refers to the depth of fat at one particular point on the animal (in this case, the P8 site). The depth of fat at this site reflects the percentage of fat in the carcass and the subsequent meat yield.

By having an even coverage of subcutaneous fat, this allows the underlying muscles to chill evenly and helps prevent dehydration of the carcass.

To help assist in achieving an even fat cover, animals should be on a rising plane of nutrition at least 30 days prior to slaughter.

Good nutrition and management practices will help deliver a carcass that not only meets MSA specifications, but will also maximise the return of all involved in the chain of supply to the consumer.



Eye muscle of the Grand Champion Square Meaters Carcass at SM Feature Breed, Heritage Ag Show, showing consistent colour of meat with marbling throughout and white fat that meets consumer appeal.



Oakvale Jack Hammer was awarded Champion and Grand Champion carcass at the SM steer & heifer at Heritage Ag Show, Toowoomba 2014. Carcass judging was at Nolan Meats.

## MOBILE BUTCHERS: FROM YOUR Paddock TO YOUR PLATE WITHOUT LEAVING THE FARM

**Erin Wilcock, Preston Rise**

If you are looking for a niche market or just wanting to benefit from the beef you are raising in your paddock, growing your own food can be extremely rewarding and satisfying. In today's market knowing where your food comes from is on everyone's mind.

Mobile Butchering is becoming more and more popular for home kills, with paddock to plate being promoted, and gaining popularity to the consumer as people become aware of where their food comes from. Mobile butchering is a great way to start.

Animal selection is an especially important part of this process; the animal should weigh between 420 to 450kg and have good fat cover for flavour, and to get the benefits of the premium cuts. Smaller animals can be selected; your premium cuts will just be a bit smaller.

Contact your local mobile butcher in your state and book in some dates, keeping in mind that this will be a two-day process. Day one will be the kill date and day two for cut up and packaging. The butcher will come to your farm and kill the animal in a low stress environment, when it will be treated with dignity, respect and compassion.

The Butcher will then skin and quarter the animal and hang it in a mobile cool room which will remain on your farm for a minimum of 10 to 14 days. This can be a shorter or longer period depending on what you want; we like to hang ours for no less than 10 days, 14 to 15 days being the ultimate for tender beef. The longer you hang the beef the more tender it will be. When hanging meat for this amount of time you will lose about 10% of the carcass weight in fluid this will also guarantee the tenderness of the beef and prevent it from stewing when cooking.

Day two of the process will be the cut-up day and packaging. The cuts of beef you desire will be up to you, remembering prime cuts make up only a small percentage of the actual carcass.


Prime cuts are Rib Eye, Porterhouse, Scotch Fillet, Fillet, T-Bone and Rump.


Budget cuts, sausages and mince will be the biggest percentage of meat you will get from your carcass. Ask your butcher what they like to do with these cuts; flavoured sausages and mince are always a winner at our place. Wintertime we like the Budget cuts of Gravy Beef, Ossa Bucca, Top Side, Blade and Chuck for slow cooker meals, stews and casseroles and, of course, we cannot forget the Sunday roast of Silverside, Topside or Rolled Roast.

Some Home Butchers will pack the meat for you for a fee. You will be required to tell them how you would like it packaged, whether for a family of four or just two people etc. I like to package my own and vacuum seal it to keep in the flavour.



Mobile cool room and butcher shop'




 Find us on  
**Facebook**

**J-BAS 8**

**Robin & Ken Prokopec**

Visitors Welcome - Accommodation Available



**"BEST BUTTS 'ROUND!"**

**Stud and Commercial Stock for Sale**

**Enquiries Welcome - Ph: 08 85 682 030**

**Email: rainbowvalleysm@gmail.com**



So, if you are thinking of butchering your own animals, consider a mobile butcher in your area. It is a quick and easy process, and a lot of fun. First check with your state Food Safety Standards, as some states in Australia will only allow mobile butchers for your own consumption, and the beef cannot be sold.

Comments on our Square Meaters animals from the butchers are:

Russell English from Paddock to Plate Mobile Butchers WA quoted:

"I found the bodies to have good confirmation with a good coverage of fat; the bodies have good colour and the texture being soft. I would rate the bodies to a higher standard in comparison to beef in our retail establishments."

Damon Mathews from SW Butchering WA quoted:

"From my experience the Square Meaters Breed is top quality meat with good marbling and softness with nice fat cover and a good dressing out percentage, very well-muscled and good body length. The Square Meater Breed is a pleasure to butcher."

Square Meater carcass quartered. It will be hung for a minimum 10 days



## Winner of Champion Trade Weight Steer Goombungee/Haden & Oakey 2020 Beef Classic



**SUNSET PARK**  
SQUARE MEATERS

JULIE GILLIES / 0427 716 725  
sunsetpark77@bigpond.com  
Crows Nest, QLD 4355 /  
[www.sunsetpark.net.au](http://www.sunsetpark.net.au)



# PREMIUM BREED FOR DOMESTIC TRADE

(Reproduced from OTS 2013)

**Gary Sewell, Oakvale Square Meaters**

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

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

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

Square Meaters with their medium frame, low birth weights which result in ease of calving, naturally polled, with excellent feed efficiency and early maturity, all add up to less inputs in producing a most desirable product for the premium domestic market. They are also a quiet and easy-natured animal, reducing stress when being handled for both the animal and the handler.

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

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

on the hoof and then on the hook in the weight section 351-375 kgs, and achieved an exceptional hook score of 91 points (100 maximum), in a field of twenty-one.

## More recently,

The basis for their judgement when selecting 'desirable' carcasses may be summarised into two

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

Braidwood Central School campaigned two Square Meaters steers in the Light Domestic Class at the 2012 Royal Canberra Show, coming away with 1st and 2nd place in the hoof section, and then Champion Lightweight over all, scoring 86.5 points on the same criteria as above, and in a field of twenty-two.

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

These outstanding results, and many more like them, have been exceptional considering they are being achieved with only small numbers of Square Meaters entries at only three events, with only one or two in each of the classes. This manner of promoting the versatility of Square Meaters cattle across Australia is changing with more breeders seeing the value of participating in Hoof and Hook competitions, and putting the breed right in the view of butchers and other meat industry traders. Expect to see more competition participation and results featuring Square Meaters!

If you are a domestic beef producer or someone wishing to start in the beef industry, this ALL AUSTRALIAN BEEF BREED that provides premium quality beef with rapid growth, superior feed conversion and exceptional carcass merit, is definitely worth looking into.

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



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



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



# BEING PART OF A SUPPORT GROUP

(Reproduced from OTS 2018)

**Julie Gillies, Sunset Park.**

I am very proud to be a part of our QLD Breeders Group....  
Why? You may ask!

We are a support group, sounding board and think tank all rolled into one. Being a time poor society we might question why we need to go along to ANOTHER meeting, talking about cows and not much else. On arrival, you often find other breeders also struggling with the effects of the season's challenges, that they also had to fight with the online entry system needed to exhibit at a Royal Show, and we compare rainfalls and distances covered getting to wherever the meeting is to be held on that particular day.

We have a balance of backgrounds in our members, coupled with wisdom and experience, along with youthful enthusiasm and drive. Each 'problem' becomes a talking point, and over a cup of tea and some of Dawn's delicious cooking, it is shared and resolved along the way.

Some of the past, ongoing and future highlights have been organising and fundraising for the Toowoomba Royal Feature Show in 2012 and the led steer and heifer show held in 2014 for Agshow. We got together a team and travelled down for the feature show in Canberra in 2016, and we have a site in June each year for Farmfest, a casual and exciting event where we have a great time catching up with familiar faces and meeting new friends and clients.

Our meetings are usually held in the Ipswich area, but we have travelled to Bjelke Peterson Dam at Murgon, Wivenhoe Dam, an hour north west of Brisbane, Mooloolah Valley and Dayborn.

Some of the topics have been buffalo fly control, tick control, diet supplements (for cattle!), maintaining true type Squares and marketing strategies. It's not just about showing; we are aiming towards the meat business part of cattle and Square Meaters steers and heifers in various types of hoof and hook competitions.

We strive to maintain a friendly, non-judgemental atmosphere and welcome all questions from across all backgrounds. After all, none of us ever knows it all, and we can all learn from each other.

*The next highlight for the QLD Breeders Group will be the 2021 Beef Australia in Rockhampton. Members have shown there before, and this year the group will be presenting a greater and more focused presence at this prestigious triennial event which showcases Australian cattle to the world.*



The Happy Cooks, QLD Breeders' Group.



Qld Breeders' Group Meeting, Mt Mee.

# PHOTOGRAPHIC HINTS AND TIPS

(Reproduced from OTS 2014)

**Cate Stanton, Naringi.**

One promotional opportunity offered to members of the Square Meaters Cattle Association is the chance to advertise animals on the association's website, "Saleyard".

As Square Meaters breeders are spread across Australia, photo media is the only way potential buyers are able to "view" animals for sale in other states.

A picture is worth a thousand words, however a bad photograph of your animal could cost you a sale!

Here are some hints and tips for presenting a good photograph to go with your advertisement on the website. Watch out for more in other Square Meaters media.

The best photographs are taken early in the morning or late in the afternoon. Never take them in the middle of the day; you just can't get the light right.

Surprisingly, cloudy days are better for animal photography than nice bright, sunny days.

On a sunny day, keep the sun behind you and make sure you stand where your shadow will not fall into the picture, and use your camera flash to help eliminate shadows.

For the perfect picture a clean animal in top condition is the best look.


Photographing paddock animals is not easy, and if they have been in a muddy paddock after rain it would be better to leave your photography until they are somewhat cleaner.

Have a helper with you to "liven" the animal up; the best pictures have the ears forward with the head up. Aim directly at the animal's side, neither too far back or too far forward, and never take a picture with the camera higher than the animal as it makes them look smaller.

Background is also very important. Don't have junk in the background or fence posts or telegraph poles 'sticking' out of the animal's back. (Yes, I have seen that!) Use a dark coloured background for a light animal, and a lighter background for a dark one.


Spring or early summer are the best seasons to take your photograph, as cattle have shed their winter coats and are in good condition.

## WILLOWS REST SQUARE MEATERS



**KYLA & SIMON PALK**  
 Telephone: 0407 617 184  
[skagservices@gmail.com](mailto:skagservices@gmail.com)

## GLENELVA SQUARE • MEATERS STUD •



**QUALITY CATTLE AVAILABLE**  
 SW VICTORIA  
 MOBILE: 0400 420 896  
 FACEBOOK: [WWW.FACEBOOK.COM/GLENELVASQUAREMEATERS](http://WWW.FACEBOOK.COM/GLENELVASQUAREMEATERS)



# MEMBERS LIST

As at 17/2/21

## LIFE MEMBERS

BROWN, PETER  
KYNETON VIC 3444  
TEL: 03 5422 2329  
Email: peterandlyn@westnet.com.au

CAIRNS, TONY  
MALULA BAY NSW 2536  
TEL: 02 4471 2825 MOB: 0427 428 077  
Email: topcat77@bigpond.com

GIGLIA, MRS MAUREEN  
BRIDGETOWN WA 6255  
TEL: 08 9761 2272 MOB: 0419 835 103  
Email: maranupvale@gmail.com

PISATURO, MR RICK  
ERSKINE PARK NSW 2759  
TEL: 02 9834 5092  
Email: mandalongstuds@bigpond.com

SEWELL, GARY  
WONDI QLD 4606  
TEL: 0439 690 068  
MOB: 0439 690 068  
Email: gary@oakvalesm.com.au

SINGLETON, GRAEME  
ACACIA HILLS TAS 7306  
MOB: 0412467701

VAN ELTEN, JOHANNA  
PRENZLAU QLD 4311  
TEL: 07 5426 8137 MOB: 0407 111 423  
Email: graeme@2vpctv.com.au

## HONORARY MEMBERS

JAMES, LEY  
BUNGALOW CAIRNS QLD 4870

VANDER LOOP, MR TONY &  
MRS JULIE  
BOYANUP WA 6237  
TEL: 08 9731 5187  
Email: tonyandjulie@hotmail.com

## NEW SOUTH WALES - MEMBERS LIST:

BACK CREEK (BC)  
DICKESON, MR TONY & MRS SUE  
COOTAMUNDRA NSW 2590  
MOB: 0413 375 930  
Email: anthony.dickeson@bigpond.com

BELLAROSA (ROS)  
BOYD, STEPHEN  
BELLINGEN NSW 2454  
MOB: 0421 761 675  
Email: stephen.r.boyd@det.nsw.edu.au

DAMVIEW (WHD)  
DELAFORE, MR W & MRS I  
KYOGLA NSW 2474  
TEL: 02 6633 3242 MOB: 0427 911 599  
Email: dell-eden@skymesh.com.au

DUCATO DI CUDGEN (GD)  
DUCAT, GRANT  
DDC GRAZING P/L  
CUDGEN NSW 2487  
MOB: 0412 260 282  
Email: grantducat@gmail.com

ELSWICK (ELS)  
MCKENNA, MATTHEW & CASSIE  
WALCHA NSW 2354  
MOB: 0409 476 499  
Email: cassie.mckenna@hotmail.com

EMJAY PARK (EMJ)  
WILSON, JAMES & DALTON, EMILY  
THE OAKS NSW 2570  
MOB: 0421 162 848  
Email: em-wilson@bigpond.com

GLENMORE (TCP)  
HERRING, SHAYNE & JULIE  
CESSNOCK NSW 2325  
TEL: 02 4998 7282 MOB: 0412143514  
Email: herringandkay@bigpond..com

GREEN PASTURES (GPF)  
SEGELOV, COLLIN & SIMONS FRAN  
EXETER NSW 2579  
TEL: 02 4883 4088 MOB: 0409 488 900  
Email: csegelov@greenpasturesfarm.com.au

GUMNUT VALLEY (TGG)  
GREEN, TARA & G  
MAITLAND NSW 2320  
TEL: 02 4933 3287  
Email: gumnutvalleystud@bigpond.com

HELIOS (HEL)  
GOULD, RJ & ML  
SINGLETON NSW 2330  
TEL: 02 6577 5663  
MOB: 0407 609 351  
Email: rmgoould7@bigpond.com

HILLVIEW NIMBIN (HVN)  
BRUMLEY, MATTHEW  
HILLVIEW FARM  
28 HENSEN RD, NIMBIN NSW 2480  
TEL: 02 6689 0320 MOB: 0408 888 597  
Email: matthew.c.brumley@gmail.com

MANGO RIDGE (MR1)  
MORGAN, STUART  
RURAL PTY LTD MORLAND  
UPPER COOMERA QLD 4209  
MOB: 0400 280 107  
Email: stuart\_morgan@bigpond.com

MARYVALE (MV)  
MARYVALE FARM  
WYONG CREEK NSW 2259  
TEL: 02 4356 1081 MOB: 0407 451 909  
Email: leanne@willeese.com.au

MARQUE (MRQ)  
FICK, QUENTIN  
SEVEN HILLS NSW 2147  
MOB: 0422 998 505  
Email: marquefarms@gmail.com

OAK FLATS HIGH (OFH)  
HIGH SCHOOL, OAK FLATS  
42-44 THE ESPLANADE  
OAK FLATS, NSW 2529  
TEL: 02 4256 1888 MOB: 0449 223 987  
Email: paulsanders7@det.nsw.edu.au

PALMERSTON (PRH)  
LISTER, HOWARD  
GLOUCESTER NSW 2422  
MOB: 0404 451 499  
Email: hlister@sysstra.com

RAINBOW ESTATE MALULA BAY (RET)  
CAIRNS FAMILY PARTNERSHIP  
MALULA BAY NSW 2536  
TEL: 02 4471 2825 MOB: 0427 428 077  
Email: topcat77@bigpond.com

SILVER GULLY (SGE)  
WADE FAMILY  
SILVER GULLY ESTATE  
MANGROVE MOUNTAIN NSW 2250  
TEL: 02 4374 1300 MOB: 0408 437 977  
Email: info@silvergully.com.au

THE HOOPS (HOP)  
WATERS, PETER  
MURWILLUMBAH NSW 2484  
MOB: 0410 540 592  
Email: pwaters@gtlaw.com.au

THURLOO PARK (DJT)  
THOMPSON, MR D & MRS J  
COOTAMUNDRA NSW 2590  
TEL: 02 6943 2241 MOB: 0419 421 810  
Email: thurloo@skymesh.com.au

WARRIGUL (WAR)  
WILLS, GARY & MICHELLE  
LOVEDALE NSW 2325  
MOB: 0429 900 814  
Email: gary.wills@glencore.com.au

WEETHALLE (WTE)  
WEETHALLE SQUARE MEATERS STUD  
BOOROWA, NSW 2586  
MOB: 0481 012 162  
Email: weethalle@me.com

WINDI (WIN)  
WINDI PASTORAL CO  
BINGARA NSW 2404  
TEL: 02 6729 4132 MOB: 0427 294 132  
Email: info@windi.com.au

WOOLARINGA (WGA)  
BATTISTE, MS FIONA  
TIRRANNAVILLE NSW 2580  
TEL: 02 4829 5107 MOB: 0400 197 311  
Email: fionabattiste@bigpond.com

## LIFE MEMBERS

CAIRNS, TONY  
MALULA BAY NSW 2536  
TEL: 02 4471 282 MOB: 0427 428 077  
Email: topcat77@bigpond.com

PISATURO, MR RICK  
ERSKINE PARK NSW 2759  
TEL: 02 9834 5092  
Email: mandalongstuds@bigpond.com

## SCHOOL MEMBERS

CHEV COLLEGE (CHV)  
CHEVALIER COLLEGE  
BOWRAL NSW 2576  
TEL: 02 4861 1488  
Email: cainesj@chevalier.nsw.edu.au

MURRUMBURRAH (MHS)  
MURRUMBURRAH HIGH SCHOOL  
HARDEN NSW 2587  
TEL: 02 6386 2755  
Email: jan.young@det.nsw.edu.au

NHS (NHS)  
NOWRA HIGH SCHOOL  
NOWRA NSW 2541  
Tel: 02 4421 4977  
Email: peter.robert.ryan@det.nsw.edu.au

OAKHILL COLLEGE (OHC)  
OAKHILL COLLEGE  
CASTLE HILL NSW 1765  
TEL: 02 9899 2288  
Email: farm@oakhill.nsw.edu.au

## YOUTH MEMBERS

YATHELLA PARK (HCD)  
DEAN, ARCHIE  
"YATHELLA PARK" 98 YATHELLA RD  
YATHELLA, NSW 2650  
TEL: 02 6924 6323 MOB: 0427 277 537  
Email: archie@yathellapark.com.au

BENDU (TDM)  
MICALLEF, DEAN  
214 GRONO FARM RD  
WILBERFORCE, NSW 2758  
TEL: 02 4579 6626 MOB: 0452 183 836  
Email: deno-31@hotmail.com

## COMMERCIAL MEMBERS:

BARKER, LUKE  
BONFIELD, PATTERSON NSW 2421  
MOB: 0477 123403  
Email: luke@winarchcapital.com.au

HOGAN, ALLAN & KATHLEEN  
PO BOX 19,  
RYLSTONE, NSW 2849  
TEL: 02 6379 1105 FAX: 02 63791204  
Email: allan.hogan@bigpond.com

KERVIN, G&S  
52 GRANGE CRES  
CAMBRIDGE PARK, NSW 2747

RICHARDSON, LISA & TODD  
A LITTLE EDEN FARM  
BALLENGARRA NSW 2241  
MOB: 0419 693 224  
Email: todd.richardson8@gmail.com

## QUEENSLAND - MEMBERS LIST:

CLEARWATER (CWC)  
ANSTIS, TROY & MICHELLE  
WILSTON QLD 4051  
MOB: 0434 519 355  
Email: troy.anstis@gmail.com

COOINGIE SQUARES (7KW)  
DUKE, MRS WENDY  
LOGAN VILLAGE QLD 4207  
TEL: 07 5546 3397 MOB: 0417 760 204  
Email: wduke3972@outlook.com

LOW, FJ & KE  
48 LARKHILL BOUNDARY RD  
GLAMORGAN VALE QLD 4306  
MOB: 0438 490 558  
Email: frankiejlow@yahoo.com

MISTALOT (MS6)  
MCFADZEN, MARK & SHARON  
CREDITION QLD 4757  
TEL: 07 4958 4584 MOB: 0409 128 359  
Email: fadz1966@hotmail.com

MOUNT MONARCH (STS)  
SCHWARZ, STACEY  
PO BOX 957 MALENY QLD 4552  
MOB: 0411 658 066  
Email: stakimports@yahoo.com

OAKVALE (GHH)  
SEWELL, GARY (LIFE MEMBER) &  
HEATHER  
WONDI QLD 4606  
TEL: 07 5169 0033 MOB: 0439 690 068  
Email: gary@oakvalesm.com.au

OBI OBI VALLEY (OBI)  
AUSTIN, TIM & AMANDA  
KENILWORTH QLD 4574  
TEL: 07 5446 9128  
Email: a.c.austin@mac.com

PENCAE (MSM)  
SCRIVENS, DR MEGHAN  
351 OCEANVIEW RD  
OCEANVIEW QLD 4521  
MOB: 0402 132 422  
Email: meghan.scrivens@uqconnect.edu.au

ROSELLINOS (EMR)  
ROSS, MR ERIC & MRS MARLENE  
LOGANHOLME QLD 4129  
FARM LOCATION: CARBROOK  
TEL: 07 3206 6730 MOB:0409 068 222  
Email: ericdross@bigpond.com

ROSEWOOD (RSH)  
ROSEWOOD STATE HIGH SCHOOL  
ELLIOTT, DARREN  
46 LANEFIELD RD  
ROSEWOOD QLD 4340  
MOB:0413 719 578  
Email: dlell2@eq.edu.au

SANDOUGH (DSF)  
FARRAWELL, MR D & MRS S  
MURGON QLD 4605  
TEL: 07 4168 3997 MOB:0458 683 997  
Email: sandrafarrawell@gmail.com

SUNSET PARK (JD9)  
GILLIES, DOUG & JULIE  
CROWS NEST QLD 4355  
TEL: 07 4698 1520  
MOB:0427 716 725  
Email: sunsetpark77@bigpond.com

TEVIOT HILL (7TA)  
AMOS, MATT & NELL  
PO BOX 628 WARWICK QLD 4370  
MOB:0448 853 310  
Email: mattnellamos@bigpond.com

VESCO (VES)  
VAN ELTEN, JC (LIFE MEMBER)  
PRENZLAU QLD 4311  
TEL: 07 5426 8137 MOB: 0407 111 423  
Email: jvanelten@bigpond.com

WARRILL CREEK (VO2)  
VOIGHT, MR BEVAN & MRS DAWN  
PURGA QLD 4306  
MOB:0407 034 634  
Email: dawn@warrillcreek.com

WATTLEVIEW (WW)  
BROGDEN, JOSH & JOCIE  
LONG FLAT QLD 4570  
TEL:07 5482 6353  
MOB: 0438 580 764  
Email: woodchip1987@hotmail.com

#### YOUTH MEMBERS:

CHELNA (CEN)  
CANNON, CHASE, ELLA & NASH  
HATTON VALE QLD 4341  
MOB: 0438 184 495  
Email: karla\_kshaw@hotmail.com

SERENITY PLAIN (CE2)  
VETTER, CHENEYA SNR YTH)  
GLAMORGAN VALE QLD 4306  
MOB: 0458 805 499  
Email: c.freese@bigpond.com

SIERRA DOWNS (NC9)  
FREESE, NAOMI  
GLAMORGAN VALE QLD 4306  
MOB: 0498 373 033  
Email: nfreese@virginbroadband.com.au

#### SCHOOL MEMBERS

DAKABIN (XDH)  
DAKABIN STATE HIGH SCHOOL  
DAKABIN QLD 4503  
TEL: 07 3491 5444 MOB:0436 679 654  
Email: flest4@eq.edu.au

THE RIDGE (TRD)  
ALDRIDGE STATE HIGH SCHOOL  
MARYBOROUGH QLD 4650  
TEL: 07 4120 8444  
Email: cyate21@eq.edu.au

#### LIFE MEMBERS:

SEWELL, GARY  
WONDI QLD 4606  
MOB: 0439 690 068  
Email: gary@oakvalesm.com.au

VAN ELTEN, JOHANNA  
PRENZLAU QLD 4311  
TEL: 07 5426 8137  
Email: jvanelten@bigpond.com

#### ASSOCIATE MEMBERS

VICE PRESIDENT & LIVESTOCK  
CHAIR  
JAMES, LEY  
PO BOX 811 BUNGALOW  
CAIRNS QLD 4870

#### COMMERCIAL MEMBERS:

EARLES  
Powell, ER  
MT GRAVATT QLD 4122  
TEL: 07 5546 7535 MOB:0407 333 590  
Email: earlepowell@hotmail.com

GOLDEN PASTORAL CO  
22-42 SEAVIEW RD  
MT COTTON QLD 4165  
MOB:0400 030 222  
Email:  
operations@goldenpastoral.com.au

SOWILO STUD PTY LTD  
QUILLIGAN, JUSTIN & KIA  
BEAUDESERT QLD 4285  
MOB:0405 766 222  
Email: jjbsolutions1@gmail.com

YERRA GLEN FARMING  
PO BOX 3192  
MARYBOROUGH QLD 4650  
MOB:0412 651 457  
Email: garryg72@hotmail.com

#### VICTORIA - MEMBERS LIST:

BLUE ROCK (BR)  
RONALDS, DB & MB  
WILLOW GROVE VIC 3825  
Email: dmronalds@outlook.com.au

GLENELVA (GLV)  
BUSUTTIL, G & VERSSTEEGEN, L  
NARINGAL VIC 3277  
MOB:0400 420 896  
Email: lisa.versteegen@saputo.com

HIGHBURY (HS)  
JOY, MRS Emma  
MIRBOO NORTH VIC 3871  
TEL: 03 5683 2295 MOB:0407 855 708  
Email: highburystud@bigpond.com

KINTAIL (KIN)  
BUBB, ERIC & HELEN  
GLENTHOMPSON VIC 3293  
TEL: 03 5577 4231  
MOB: 0439 774 231  
Email: ericbubb@activ8.net.au

SMITTYS FARM (CJS)  
SMIT, Corne  
NERRENA VIC 3953  
MOB: 0403 368 282  
Email: cornesmit@inet.net.au

WOODSTOCK (WDS)  
KEMP P/L, MW & MA  
MAIDEN GULLY VIC 3556  
MOB: 0407 844 481  
Email: mark@topmeats.com

#### COMMERCIAL MEMBERS:

BULLOCK CREEK (CJ)  
BROWN FAMILY TRUST  
MAIDEN GULLY VIC 3551  
TEL:03 5449 6203  
MOB:0408 382 356  
Email: cjbrown4@bigpond.com

#### LIFE MEMBERS

BROWN, PETER  
KYNETON VIC 3444  
MOB:03 5422 2329  
Email:  
peterandlyn@westnet.com.au

#### SOUTH AUSTRALIA - MEMBERS LIST:

ARGIO PARK (RGO)  
DE KONING, ROELF  
& GLENNISTER  
GLENCOE SA 5291  
MOB:0439 857 320  
Email: argio.park@bigpond.com

RAINBOW VALLEY (RAP)  
PROKOPEC, MRS ROBIN  
RAINBOW VALLEY  
SPRINGTOWN SA 5235  
TEL: 08 8568 2030  
Email: rainbowvalleysm@gmail.com

WILLOWS REST (WR1)  
PALK, MRS Kyla  
SPRINGTOWN SA 5235  
TEL: 08 8564 1393  
MOB:0407 617 184  
Email: scagservices@gmail.com

#### YOUTH MEMBERS:

ROSEHILL, (RH1)  
PAINE, MISS JESSICA (SNR YTH)  
HARROGATE SA 5244  
Tel: 08 8538 7042  
MOB:0429 519 665  
Email: jesspaine1996@gmail.com

#### COMMERCIAL MEMBERS

BURRUNDI ACRES (PSK)  
KERNICH, SANDY  
BRIMBAGO, SA 5267  
TEL:08 8595 5424  
MOB: 0429 955 424  
Email: burrundi2@bigpond.com

QUANTUM HILL (QHL)  
WHITE, KELLY  
MT PLEASANT SA 5235  
MOB:0414 948 745  
Email: quantumhilllodge@gmail.com

#### WESTERN AUSTRALIA - MEMBERS LIST:

KILAYR (E5A)  
MOFFAT Adrian & Ellen  
PO BOX 1271 ESPERANCE WA 6450  
TEL: 08 9076 5059  
Email: kilayrsmc@activ8.net.au

META PARK (EPS)  
GIGLIA, MR VINCE  
& MRS MAUREEN (LIFE MEMBER)  
BRIDGETOWN WA 6255  
TEL: 08 9761 2272  
MOB:0419 835 103  
Email: maranupvale@gmail.com

PRESTON RISE (EDW)  
WILCOCK MR Doug & MRS Erin  
1801 ROSA BROOK RD  
ROSA BROOK WA 6285  
TEL: 08 9732 2339  
MOB:0417 326698  
Email: erin-sm@westnet.com.au

#### LIFE MEMBERS:

GIGLIA, MRS MAUREEN  
BRIDGETOWN WA 6255  
TEL: 08 9761 2272  
Email: maranupvale@gmail.com

#### HONORARY MEMBERS:

VANDER LOOP, MR TONY  
& MRS JULIE  
BOYANUP WA 6237  
TEL: 08 9731 5187  
Email: tonyandjulie@hotmail.com

#### COMMERCIAL MEMBERS

BANSEMER, ALAN  
89 PUNRAK RD  
SURPENTINE WA 6125  
MOB:0418 867 321  
Email: namerik1@bigpond.com

HILL, ANNETTE  
12 EAING RD PRESTON SETTLEMENT  
WA 6225  
MOB:0417 177 316  
Email: this.i.do@hotmail.com

MATTHEWS, DAMON & CHRISTIN  
PO BOX 785  
DONNYBROOK WA 6239  
TEL: 08 9731 2338 MOB:0428 292 596  
Email: dianddomattews@gmail.com

PALMER, IAN & ISOBEL  
3208 BOYUP BROOK RD  
MUMBELLUP WA 6225  
TEL:08 9732 2142 MOB:0490 404 240  
Email: tambookie@activ8.net.au

PERUP ORGANICS  
PO BOX 77  
BOYUP BROOK WA 6285  
MOB:0407 054 979

#### TASMANIA - MEMBERS LIST

LIFE MEMBERS:  
SINGLETON, GRAEME  
13 JAMES RD  
ACACIA HILLS TAS 7306  
MOB:0412 467 701  
Email: graeme@2vpctv.com.au



# STANDARD OF EXCELLENCE

## General Appearance:

All animals must meet the frame score requirements of the Square Meaters breed, and should be well-balanced and proportionate displaying good length, width, spring of rib, adequate muscle and smoothness.

Animals should have a straight top line, with minimal slope from hooks to pins and should express well defined muscle development overall and especially in the hindquarters. Undue deposits of fat must be avoided.

Animals should be free moving with balanced tracking and gait. Bulls should be masculine with breed character and capable of natural service, displaying adequate reproductive organs with a minimum scrotal circumference of not less than 280 mm at 18 months of age or 320mm at 24 months of age.

Females should be of feminine disposition with breed character, showing adequate feminine reproductive characteristic, enabling them to be prolific and capable in rearing their progeny.

**Colour:** Animal colour shall be any solid shade of grey, namely silver, silver grey, grey, dark grey (Dark Grey includes a colour spectrum of various shades of brown) Black animals may occasionally occur, Black females are only eligible for Class B registration and therefore cannot be exhibited. Black bulls cannot be registered and black steers may not be exhibited as Square Meaters.

In respect to the term "solid shade" it requires that the animal's colour is consistent over the animal allowing for characteristic dappling or classical "mulberry" appearance over the back of darker animals. Rarely small, irregularly shaped patches of coloured hair can appear on the body called birth marks. Birthmarks are never white (Pink Pigmentation) and although not desirable shall not be discriminated against.

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

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

**Legs:** The legs must be well placed. The animal should stand square, i.e. equally on all parts of the foot and the feet should be dark in

colour and well formed. Cow hocks and sickle hocks are not desirable. White hooves are not acceptable.

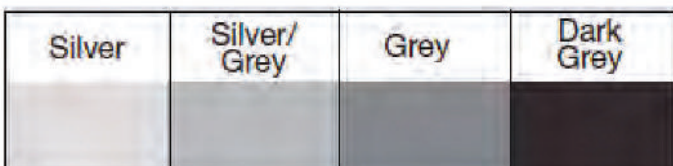
**Temperament:** All animals should be of a quiet disposition and docile temperament.

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

## REGISTRATION REGULATIONS (in brief)

### Memorandum of Articles REGULATIONS 6. (a)

1. To register an animal the applicant must be the breeder of the animal. To register or transfer registered Square Meaters cattle the applicant must be a full, youth or school member of the Square Meaters Cattle Association and have paid the prescribed Annual Membership.
2. Calves can be Interim Registered before 12 months, if required for entry to an agricultural show, or is being sold, or for the breeder's own purposes. To be eligible for Class A status, Full Registration is undertaken at 12 months.
4. At 12 months (as close to as practical), the calf is measured and the height is submitted with the registration applications. Further details are supplied on the website, where the process is described in full, and the Frame Score Table is supplied.
  - \* registration applications are accepted from 10 to 15 months, with the height measurement undertaken as close to 12 months as practical without penalty
  - \* from 16 to 24 months, Board approval is required with \$10 penalty
  - \* over 24 months, by special circumstances only, Board approval is required with accompanying explanatory letter seeking exemption and \$50 penalty. If granted, such animals will be deemed to be Class B only.
4. a. Bull height is between 103cm and 113cms bulls outside this measurement are considered commercial and cannot be registered under any circumstances. Bulls will also require mannosidosis (specific gene) testing, and the negative result forwarded to the LBC office.
- b. Female height is between 100cms and 110cms females outside these measurements can be registered as "B" Grade. It is not in the best interests of the association to register females under the height of 100cms at 12 months.
- c. Hard Copy Certificates will then be sent to the applicant, when accounts are paid in full and a tax receipt will be issued.



//  
MAY 2021 BE THE  
YEAR OF SQUARE  
MEATERS AND  
A YEAR OF  
ABUNDANCE  
FOR ALL.  
//

## MEMBERSHIPS

New members are required to pay a once only Joining Fee as prescribed. During 2021, a new incentive plan to encourage existing breeders to sponsor "new" members to join the Association is being trialled. The results of this will determine if the scheme is adopted into the future. The joining fee is waived, and credits applied to the existing member who pays the commercial membership fee of \$50.

All full members may advertise in the Outside the Square Magazine and Inside the Square newsletters and are encouraged to be active

in writing articles and providing photos for all of our media platforms including Facebook and Instagram.

All members are listed in the members' section of the website and magazine. The website listing is now interactive, and each member can manage their own details.

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

### MEMBERSHIP & REGISTRATION FEES 2021

#### ANNUAL SUBSCRIPTION

Membership Fee	\$185
Commercial / Associate	\$ 50
School / Youth Memberships	\$ 30

#### ONE OFF MEMBERSHIP JOINING FEE

All categories of membership (Waived for Incentive Scheme)	\$30
---	------

#### REGISTRATION FEES (PER ANIMAL)

Complete A' & B' Female registrations	\$30
Complete Bull registrations	\$100
Interim Registrations (Voluntary)	\$10
Upgrade to Full Registration (12 months)	
Female (Total fee \$30)	\$20
Bull (Total fee \$100)	\$90

#### LATE REGISTRATIONS (16 Months & Over)

Penalty applies.	
Applications required to the Board of Directors	
All animals 16 months & up to 24 months	\$10
All animals 24 months and over (With accompanying letter.)	\$50

#### TRANSFER FEES (PER ANIMAL)

Female transfers	\$50
Bull transfers	FREE
Whole Herd Transfer Discount Contact LBC	

#### COMMERCIAL APPENDIX

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

#### DONOR FEMALE REGISTRATION

Donor females & bull used on the donor cow by natural service or artificial insemination must have DNA verified profile, which must be received at the office prior to ET work.

Donor female registration	\$50
Transfer of recipients	\$50

#### SEMEN

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

Licensed semen (must be registered)	\$150
Un-licensed semen	\$150

#### SEMEN SHARES

DNA verified profile must be forwarded to office prior to selling shares.

Bull shares (per share)	\$50
-------------------------	------

#### REGISTERED MURRAY GREY FEMALES

Outside Australia and registered as "B" Grade Square Meaters only	\$50
--	------

International enquiries are Welcome, please contact the  
Square Meaters Cattle Association of Australia,  
Livestock Business Centre +61 2 42323333



SUSTAINABLE | GRASS-FED

SILVER GULLY

Paddock to Plate Farming

HOME-GROWN BEEF PACKS  
PREMIUM STUD CATTLE  
FARM EXPERIENCES

MANGROVE MOUNTAIN, NSW

INFO@SILVERGULLY.COM.AU  
WWW.SILVERGULLY.COM.AU





Square Meaters Cattle Association of Australia Ltd

A.B.N. 87 681 797 865

PO Box 189, KIAMA NSW 2533

Ph: 02 4232 3333 Fax: 02 4232 3350

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

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

## Membership Application

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

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

### Principal of Membership:

Circle preferred: Mr Mrs Miss Ms

Given Name:		Surname:	
Partnership, Company or Trading Name:			
Postal Address:			State & Post Code:
Residential Address:			
Telephone:		Mobile:	
Email:			
<b>PREFIX:</b> My choice for registered stud name (prefix), in order of preference are: (Cannot exceed 14 characters including spaces)		<b>HERD TATTOO:</b> Must contain no more than 3 characters with standard numbers and / or letters only. Symbols are unacceptable.	
1		1	
2		2	
3		3	

### MEMBERSHIP AND FEES:

Membership Type	Annual Membership Fee	Joining Fee (ONE OF)	Total Fee
FULL	\$185.00	\$30.00	\$215.00
COMMERCIAL/ASSOCIATE	\$50.00	\$30.00	\$80.00
SCHOOL / YOUTH	\$30.00	\$30.00	\$60.00

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

**I am applying for: (please CIRCLE one)**

**FULL MEMBERSHIP**

**COMMERCIAL / ASSOCIATE MEMBERSHIP**

**SCHOOL / YOUTH MEMBERSHIP**

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

Signature of Principal:		Date:
<b>Junior Membership: SENIOR Youth (18 to 25yrs), JUNIOR Youth (6 &amp; under 18 yrs) DOB: ____/____/____</b> Parent/Guardian Name: _____ Signature: _____		

**\*NOTE:** Date of birth required for both Youth Member categories and Parent or Guardian Signature for 6 & under 18 yrs.

**How did you first hear about Square Meaters?**

SHOW

BREEDER

INTERNET

PUBLICATION

# Rosellinos

Grand Champions at the major Royal Shows in Queensland during the past decade



2012-13 RNA Brisbane



2018 RNA Brisbane



2019 RAS Towoomba



2014-15 RNA Brisbane



2011 RNA Brisbane



2010-11 RAS Towoomba



2010 RNA Brisbane



## Rosellinos

Eric & Marlene Ross  
1962 Mt Cotton Rd, Carbrook QLD 4130  
Phone 07 3206 6730  
Mobile 0409068 222

## SQUARE meaters

