

Charolais EXPRESS

March 2010



Focus on the core principles

– General Manager, Jack Henry

Strategic planning. It's a term that we're used to hearing about but have we really thought about how it applies to the bull breeding business. The definition says, at its core, strategic planning is the formal consideration of an organisation's or businesses future course.

"What do we do?"
"For whom do we do it?"
"How do we excel?"

All strategic planning and product development deals with these three key questions. As Charolais breeders, and the suppliers of a highly valuable genetics product, we need to remain focused on these key areas and revisit them from time to time to keep our eyes on the ball.

You would be hard pressed to find any cattle breeder that did not recognise the Charolais breed as the terminal sire of choice. We all understand that Charolais bulls combined with British and Bos Indicus cows to provide the added performance needed to make producers money. It's what the Charolais breed does. The question is though, has Charolais the potential to be a much wider used terminal common denominator in commercial crossbreeding programs than it currently is? The answer is a resounding yes, providing the product behaves and delivers in the ways that customers expect.

We all understand that well planned crossbreeding programs reap great rewards for beef producers, and that the value of this breed is based upon the "profit" value of the genetics that we supply to commercial producers. That's why we do what we do. But this begs further discussion - are we in step with our customers, commercial cattle producers? Are we clearly focused on the seedstock sectors role in increasing the profitability of these producers we service, or can we do more to provide the article they need? Have we been listening to what they've been saying and worked toward developing a better product?

Most of the producers I talk to don't have an endless list of priorities for the Charolais bulls they buy, in most cases it's a small list. Make sure the calves born easily, grow fast and finish to specification on time.

Our Charolais \$ indexes have been developed to allow us to identify these cattle quickly and easily. Make no mistake; the realities of unrelenting commercial pressures will continue to force producers and processors to breed or buy cattle that perform at higher levels. For this breed to move forward with our customers and remain relevant, the time is ripe for breeders to place more conviction in objective performance recording, and build on high value traits. Its that simple. By making this a fundamental part of

Are we in step with our customers, commercial cattle producers?

Are we in tune with our role in the profitability of these producers we service?

Have we been listening to what they've been saying?

the breed philosophy, even faster progress can be made toward the ultimate goal of more efficient beef production. How the Charolais product excels in these requirements is up to those of you who supply bulls.

The Charolais breed must not become complacent in what it does or how it does it. The reality is, if we think the Charolais bull market is oversupplied or we fear our marketshare being stripped away by other breeds we need to look more closely at the makeup of the product. We need to be conscious of creating our own, new demand, by providing a better value, more profitable product into all those commercial herds that remain without a Charolais bull.



Charolais “White Out” Guyra Feature Show.

A big crowd was treated to a fine display of Charolais Cattle at this year’s feature show.

With exhibitors travelling from as far north as Yuleba on the western Darling Downs and Coonabarabran in central NSW, a big crowd of spectators were treated to a fine display of Charolais cattle at this year’s Guyra Charolais feature show.

Nearly 100 head of Charolais cattle were exhibited, with the judging duties falling to international guest, Mr Bruce Fisher of the highly respected Silverstream Charolais Stud located at Christchurch in New Zealand.

In an event superbly organised by the hard working members of the NSW region, considerable support was organised, with many of the sponsors in attendance to deliver their trophies and prizes. From the exciting “Calcutta” bull auction the night before the judging, over \$1200 was raised for local Guyra charities and volunteer organisations – giving a little back to the local community for their support of such an impressive Charolais event.

Winning through from Senior Champion to Grand Champion and eventual interbreed Champion bull was Matt Jackson’s Rosevale Dinga. This May 2008 son of Paringa Novatel impressed Mr Fisher for his soundness, muscularity and fat cover. This low birth, high indexing bull is the second son of the Paringa Novatel bull to win the champion ribbon in a big line up, with another son awarded Champion bull at Sydney show in 2009. David and Prue Bondfields’ growthy, sound and muscular Palgrove Dynamite (Silverstream Performer) was sashed Junior Champion and overall interbreed Champion Junior bull.

David and Prue continued their winning, with Palgrove Panache 149 (SCC Millennium J002) taking home Senior, Grand and interbreed champion female. This impressive, big bodied performance female beat a strong line up of senior cows, with Mr Fisher taking his time deliberating on this female and the outstanding reserve senior, Advance Zara A83. David and Prue went one further, taking out the interbreed breeders group.

The junior females were impressive, with the eventual Champion and junior interbreed female coming from class 2. With the Crathes



TOP: Rosevale Dinga held by Owner Matt Jackson, Mike Jackson and Henry Looker.
ABOVE: Grand Champion Female Palgrove Panache 149

stud of Keith and Roz Glasson having won the first and second junior classes, it was Crathes Estella 2, a November 2008 daughter of CS Polled Junction taking the tri-colour ribbon. This high performance, \$43 indexing female, narrowly beat the big bodied, red factor, Gobongo Georgina 156 (Advance XR8), exhibited by Jim Wedge and Jackie Chard, Ascot Charolais, Greenmount QLD.

To complete the interbreed “white out”, the Waldron family, Kindara Charolais, Meandarra QLD, exhibited the Champion led steer, a purebred Charolais.

The organising committee of the NSW region sincerely thanks all those exhibitors, supporters and sponsors who helped in making this event so successful.

2010 Pittsworth Youth Muster a resounding success.



A relaxed weekend of learning, teamwork and competition was held in Pittsworth in late January, as the 17th Charolais Youth Muster took place. With a program expertly organised by Jemma Postle and her team, thirty exhibitors gathered in ideal surroundings and facilities and proved why the youth program has so much to offer, with the standard of participation some of the finest seen for many years.

Apart from high standards shown in the Heifer Show and the Paraders competition, participants vied for the much coveted Herdsperson Trophy over the two and a half days. Watched closely by judges Keith and Roz Glasson, Meg Parsons, a year 11 student from Inverell High School, was presented with the winner’s trophy at the dinner on the Saturday evening. Not unfamiliar to the Youth Muster program, Meg is also a breeder of Charolais cattle in her own right, running the 6 Acre Charolais Stud at Gum Flat, close to Inverell in NSW. Gemma Hartwig from

Dalby in Queensland, one of the show’s youngest competitors, was Reserve champion Herdsperson, and we are sure to see bigger and better things from this rising star. Gemma’s parents, Leigh and Tenna were responsible for the organisation of meals over the weekend, and needless to say, no one went hungry.

In the female show, Jake LaBroque from Narellan in NSW led the Champion Heifer, Branchview Vitamin A D72E. This complete October 2009 daughter of Moongool Yellowstone impressed the Heifer judge, Casey Horrick, Wandoan QLD, with her overall soundness, balance and muscle content. Christine Ranger led the show’s reserve female, Advance Liberty D131E. This December 09 daughter of Gunnadoo Aristocrat came from the second class of young females. Showing his skills in the Paraders competition, the shows oldest competitor, Aaron Trevalos travelled all the way from Raymond Terrace in NSW to take home the coveted Paraders

trophy, a handcrafted stockwhip made by the Paraders judge, Mr Nathan O’Sullivan’s grandfather, Pat O’Sullivan of Toowoomba. For the first time, both the Heifer Show judge and the Paraders judge were past exhibitors at the Youth Muster.

All who attended were highly complementary of the standard of sportsmanship and maturity exhibited by the competitors. Special thanks must go to all the parents and helpers who provided heifers and assisted with the organisation and running of the event, and the special sponsors whose assistance is greatly appreciated.

Don’t miss out for the 2011 Youth Muster. Talk to your local branch today.

News from the office

Charolais welcomes new staff member

The new voice you will hear on the phone when you call the office is Lisa Adams. Lisa comes to Charolais with a great deal of skills, having spent the past eight years working in breed societies, the last three as office manager for Shorthorn Beef. In that role, she was responsible for the overall management of that office, data processing, web design, and member services. With Karen, Hayley and Lisa now working together, Charolais now has a dynamic staff team, well skilled to service the membership with all enquiries.

We look forward to members making her welcome, and hope that all the girls will be able to attend breed functions in 2010 to meet with members.



Communications

In line with the current core business model, the shift to outside management of all advertising, product branding and marketing for Charolais has been a significant, important and successful transfer. We now have in place a managed National marketing system that is planned instead of reactionary, the Charolais product is branded with key images and messages and better designed to hit known and potential customers. This process will continue during 2010. Through the use of freelance journalists, editorial is now controlled, and a consistent "Charolais Profit" message provided in press media. Regions have been made aware that for this process to be effective, parochialism must be put aside and the national branding of Charolais placed at the fore. **To make this branding effective, all publications and advertising created by regional groups must be sent to Regional Reach Advertising for Charolais Society formatting (at no cost to the regions) and editorial content will be reviewed by this office.** Copies of the Charolais style guide and fonts particular to the brand have been forwarded to all regional Publicity officers and are available to those who wish to do the design work themselves.

Member communication increased dramatically during 2009; this remains an expensive but highly necessary part of the business model. We will work hard during 2010 to raise the

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levels of advertising within the two breed magazines. I would encourage those members with businesses outside stud cattle to take advantage of advertising in these publications, and use the big network of Charolais enthusiasts as a potential client base.

The new Charolais logo is available for all members to use, and we would encourage you to do so. Remember, it's all about product recognition. For those of you enrolled in Charolais Group Breedplan, there is also a new Charolais Group Breedplan Logo. Please contact the office to obtain a print ready copy of these logos that can be emailed to you or your printer.

New corporate brochure

The new Charolais Corporate brochure is now available to all members for distribution at client days, field days and sales. Sent out just before the Stud Field days in Victoria in late January, this professional, high quality 12 page brochure has been extremely well received by commercial customers. Give Karen or Lisa a call to arrange for these to be sent to you.

CHAROLAIS NATIONAL SHOW AND SALE

The decision of Federal Council not to continue with the National Show and Sale was the result of much deliberation and discussion. Multi vendor sales have in many cases a finite life; all members of council unanimously felt that this sale had reached the point where customers were failing to respond to the sale, and that there was a great risk that the clearance at the sale was a potential embarrassment to vendors and the organisation. The 2009 sale was a good example, with the sale selling around half of both bulls and females entered for sale.

Council has carefully considered all correspondence from concerned members regarding the cancellation of this event. While recognising that the National Show and Sale will not continue in its previous format, council will continue to support and work with Regions on the development of more advantageous venues and more appropriate selling opportunities.

The sale of any product has and will always remain the duty of the owner. However, the Charolais Society is clearly focused on supplying members with the tools and information to facilitate successful sales and keep customers coming back.

Council appreciates member feedback, and looks forward to meeting you at upcoming events.

Questions on new Charolais performance registry?

This new registry is proving to be extremely popular and cost effective with both commercial and stud members. Cows previously listed (pre 2010) as A, B or C's will now be listed as CPR with progeny of these dams eligible for grading up under the old system. New animals recorded (2010 on) or cows downgraded from HMF will fall under the current CPR guidelines. This is a new program, and we're sure members will have some questions; please do not hesitate to contact the office for assistance. Tips on Performance Recording for small herds are available from the office.

Transfer those Bulls!

We currently have a large number of males still listed as active floating in the records. Most of these are bulls that have been sold but not transferred. The transfer of these bulls to customers is a free service and gives us some great, accurate information on purchasing trends and allows the organisation to build on the subscribers' data base. Commercial Bull buyers don't have to be members, we just need you to transfer those bulls through the office and let us know the contact details and email addresses of buyers – we will enter them as subscribers into the database. Please look to fate off any other bulls that have been sold for slaughter.

Late Fees

There has been some complaints from a small number of members with regard to the enforcement of late registration fees for calves over 12 months of age. With the vast majority of members calves registered within the guidelines of the Charolais Society, and the notification of the revised fee schedule sent to all members in January, this late fee will continue to be imposed. Registration of calves under 12 months of age is a free service when the dams annual HMF has been made. We encourage all members to take advantage of this and register calves early at no fee.

Celebration Charolais Beef Dinner

Saturday 26th June, 2010 - 7:00pm • Hilton On The Park - Melbourne
Includes a 3 Course Dinner featuring Charolais Beef.

Tickets are \$66 per person

Gold Sponsorship: \$620 (includes table of 10 guests)

Enquiries: Sue Pike (03) 9417 4759 or sue.spp@bigpond.net.au

Apology

Due to a printing oversight, the names of three life members were omitted from the Life Members listing in the front of the Summer Edition Charolais Magazine. We respectfully apologise to Mr Alex McLaughlin A.M, Mr Rob Millner and Mr Michael Hargraves for this oversight. A computer gremlin also managed to print the members list in postcode order – our programmers have promised to have this list back to alphabetical order for the upcoming June magazine.

Show and Sale dates and results

This newsletter will be distributed in March and September this year, and we hope to make it electronic in 2011 in order to deliver information in a more timely way. The newsletter will contain up to date information on sale dates, results of shows and sales and summary information on Charolais Sales. We hope to also include a strong listing of commercial cattle for sale, please forward this information to the Charolais office as they come to hand for inclusion in these publications. Please keep an eye on the website for weekly updates.

Charolais Society elects new federal President.

Following on from over 15 years service to the Charolais breed both as a councillor and vice president, Graham Smith, "Kalinka" Charolais, Yarra Glen, Victoria was elected as the new Federal President of the Charolais Society of Australia.

A member since 1980, Graham and his wife Ingrid maintain extensive interests in agriculture, with over 550 acres of grazing country, an industrious winery, the "Wild Cattle Creek" cellar door and restaurant, and a productive Charolais operation. A Kiwi by birth, Graham was heavily involved in business interests in Melbourne before selling these to concentrate more fully on agricultural pursuits. Council thanked outgoing President, Bill Dunlop, for his thoughtfulness, leadership and hardwork over the past three years.

Keith Glasson, QLD and Jock Gosse, SA were elected as Vice Presidents, with Gary Noller as Treasurer.

Queensland

Newly elected to Federal Council, Keith Glasson comes to the table with a wealth of experiences. Since 1987, Keith has had the honour of leading one of Australia's most successful seed breeding, production and marketing businesses as Managing Director of Pioneer Seeds. He has also served their parent company, Pioneer Hi Bred International Inc. as Director of Field Crops (Asia Pacific) and

as a member of their Africa, Middle East, South East Asia and Pacific Regional Management Team. Keith has worked to help grow the Australian seed industry as a past President of the Australian Seeds Federation, past President of the Queensland Seed and Produce Merchants Association, past Director of the Australian Seeds Authority and past Chairman of both the Australian Seeds Federation's Plant Breeders Committee and Biotech Group.

Keith has a very clear vision for the future of the Charolais breed. "I believe that Charolais genetics will become the number one choice of commercial cattlemen across Australia. We have a professional marketing plan in place providing extremely high profile brand recognition. Combined with a greater focus on proof of profit to customers, robust breed performance and increased engagement with members, we can't fail to push our breed and bull sales forward".

Married to Roz, the Glasson's live on the southern Darling Downs, running the "Crathes" stud at East Greenmount, and have been involved in the Charolais business since 2002.



TOP: Roz and Keith Glasson



ABOVE: Back row - from the left: Bill Dunlop (Fed), Heath Dobson (TAS), David Ellis (WA), Chris Knox (NSW). Front row from the left Keith Glasson (QLD), Graham Smith (VIC), Jock Gosse (SA). Absent Gary Noller (FED).

Questions on group BREEDPLAN recording.



Questions addressed on recent revisions to BREEDPLAN recording. Should you have any further queries please contact Christian Duff.

By now, all members should have received the revised 2010 Fees and Service Charges. As no revision of the HMF charges had been made since January of 2006, a review of service charges was well overdue. These new fees charged by Charolais still remain well below those of other organisations for similar services. Considerable time was spent running models that were run on different herds during the course of the 2009 to evaluate the impact these changes to individual herd expenses, and anticipated overall income shifts to the organisation. Part of this remodelling looked to incorporate "whole of breed" performance recording, into a standardised HMF fee.

The "proof of profit" model undertaken by council has at its core genetic evaluation and performance recording as the key drivers to long term growth, member profitability and customer satisfaction. This shift is central to the long term sustainability of all successful breeds.

All membership and trait recording charges for Breedplan are now incorporated into the HMF fee. Should breeders wish to participate in Group Breedplan performance recording, they should fill out the Membership Application as mailed out, or go the Charolais website to download a copy. On receipt of this application by ABRI, a members pack

will be forwarded, clearly explaining the data recording process and answers to frequently asked questions.

A new Charolais group Breedplan logo is available and we would encourage you to advertise to customers that you are performance recording. Technical assistance is available for Charolais members on any questions they may have by emailing Christian Duff, Operations Manager for Extension Services, Southern Beef Technology Services at christian.duff@abri.une.edu.au or the Charolais office at office@charolais.com.au.

Since the 1st January this year 3,115 animals have had ultrasound scan records submitted to Charolais BREEDPLAN.

The big submitters are Palgrove (1,268), Gobongo (824) and Paringa (460).

Encouragingly many of the scans have been on heifers. For example, in the 2008 drop calves over 700 heifers have been scanned to date compared to around 180 in the 2007 drop. This is a significant increase.

Great to see that the messages from industry and revised payment structure is having some measurable impact.

Christian Duff, SBTS.

Macarthur Country Meat and Kenmere Charolais join forces.

During 2009, Kenmere Charolais sold Vealers direct to Macarthur Country Butcher, Phil Byrne. This partnership has proved to be a great success for Phil, his customers and Kenmere Charolais.

Vealers are produced over Murray Grey cross, Red Angus and Shorthorn cross. During 2009 Black Baldies have also been introduced to this production herd. All cattle are joined with Charolais bulls at Kenmere. At Kenmere, the age and weight of cattle ready for the market is important.

Phil states that his clients are telling him "how good the steaks are, the meat is very tender and juicy." For Phil, advantages such as better yield and less waste mean more profit for him.

This has been a win-win situation for all.



Mt William Sales Summary Report

The Abbott family of Mt William Charolais held their annual sale on the 19th February 2010. Selling agents included Elders, Landmark and Charles Stuart Dove.

Offering 27 two year old and seven yearling bulls for sale, all 34 were sold. The two year olds averaged \$5,185 with a top price of \$9000 paid. The yearlings averaged \$3,500, with \$4,500 being the top price reached. Consolidated Pastoral Company bought four bulls that day, averaging \$5,625.

13 two year old heifers and six yearling heifers were also offered, with 15 being sold. The average price was \$2,605, with a top of \$7500 paid by George Crocombe. D and H Wigg were volume buyers that day, purchasing seven heifers, averaging \$1,642.

NSW Branch Charolais in focus weekend.

With the ground still wet from good general rain across large parts of northern and central NSW, Charolais breeders gathered in the central west town of Orange, for a weekend of meetings, information and visits with Charolais breeders from that area. Travelling from as far as Inverell, the Sydney basin, and Riverina, over 20 stud and commercial breeders were able to view a large selection of cattle at the Millner family's Rosedale Charolais Stud, and all were impressed by the high standard of cattle yarded for viewing. Christian Duff, Operations Manager for Extension Services, Southern Beef Technology Services, provided a stimulating session before a delicious steak sandwich lunch; food for thought on the core functions of the Charolais breed, progressive genetic gain and the formulation of the new, market focused \$ indexes.

Back into the cars, the group travelled to view the new livestock handling facilities and sales complex at Carcoar, the site of a proposed Charolais commercial sale in spring of 2010. Matt and Kylie Bright, Bryson Charolais, provided the afternoon tea, and those travelling in the group were able to view an



Participants look over stud females at Rosedale Charolais, Blaney.

excellent selection of stud cows and calves. On the way back to Orange, Phil and Carolyn Nankivell, Limestone Charolais, presented a first-rate group of moderate sized, production focused Charolais cattle for inspection.

Gavin and Kristie O'Brien, Winchester Charolais, provided a delicious pre-meeting breakfast on Sunday morning. The Winchester

operation, a small but progressive program, is producing cattle clearly designed for commercial operators. Special thanks go to Chris Knox and Kristie O'Brien for their organisation of the weekend. The dinner on Saturday night was an especially relaxing evening of conversation, good food and wine.

INVITATION SALE

2010 Queensland Charolais Breeders

Monday 19th & Tuesday 20th July 2010
Gracemere Saleyards, Rockhampton QLD

For more information contact
Sales Coordinator Pat Lyons on email - lyons@icr.com.au
or Charolais Society of Australia.

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Charolais

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RRR/CSAB393



JUNE MAGAZINE

It's time to book your ad!

RATE CARD

The first edition of the new look Charolais magazine has been well received by all stakeholders, including society members and trade. The better quality of the magazine itself, and the editorial within it, added value to the publication. Advertising numbers were up, with many advertising for the first time.

With another bumper issue planned, Now's the time to book your ad for the upcoming June edition. Rates are as follows:

Quarter Page - \$250

Half Page - \$475

Full Page - \$950

Bookings can be made by phoning or emailing head office.



High clearance of Charolais bulls at Brunswick all breeds.

Western Australia turned up the heat, producing one of the hottest summer days on record, for the Brunswick Multi breed bull sale during the last week of February. In a solid show of support from commercial beef producers in Southern WA, customer focused Charolais bulls sold to an 84% clearance to average \$4,073. Andrew and Judy Cunningham, Blawearly Charolais topped the sale of 46 bulls with Lot 25, Blawearly Daytona D23E at \$7,500. Peter and Judy Milton, Coplestone, sold 10 bulls to a top of \$7,000 to average \$4,600, with Bellevue Charolais offered 12 bulls, their draft topping at \$5250 for lot 53, Bellevue Doctor D53E. David and Jan Ellis sold 4 bulls to average \$4,250, with the Society councillor picking up the \$38 domestic indexing lot 64, Bellevue Dependable D28E for \$3,750.

THE QLD REGION OF THE CHAROLAIS SOCIETY OF AUSTRALIA
PROUDLY PRESENTS



AGFORCE CENTER, COMMERCE BUILDING,
RNA Showgrounds,
GREGORY TERRACE - BRISBANE QLD

Thursday 5 August, 2010

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Charolais

For more information contact
Charolais Society of Australia Ltd
PO Box 772 Armidale, NSW 2350
T 02 6771 1666
E office@charolais.com.au
www.charolais.com.au

THE SALE

6.30 PM FOR 7.00 PM SALE

The Charolais Society of Australia is keenly focused on accelerating the genetic progress of the Charolais breed and promoting this objective to the wider beef community.

In cooperation, the Qld Region will host the inaugural Charolais Ekka Bull Spectacular. This sale will provide an innovative, industry- focused and unique opportunity for the Charolais breed to showcase some of the breed's best young genetics.

Open to breeders nationally, the sale will focus on the breed's most profitable traits, with entries designed to increase the efficiency and quality in Australia's beef production systems.

This new Sale initiative is just one of the ways that the Charolais Society is supporting the advancement of Charolais genetics in Australia.

Cocktail & Wine
CHAROLAIS LAUNCH EVENING

Celebrate with the Charolais Society as we officially launch our new brand and present the strategy behind it.

Enjoy an evening of cocktails, fine Australian wine and a range of delicious finger foods made with the best Charolais beef in the country.

A celebrity MC will host the event, and there will be giveaways throughout the evening.

Join us at 6pm. We look forward to seeing you.

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Charolais

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