

Charolais EXPRESS

September 2010



Progeny test provides real opportunities

The Charolais Society has recently taken a very major step in partnership with the MLA Donor Company - to establish a Charolais Beef Information Nucleus project - also known to members as the Integrated Progeny Test programs.

This major investment will generate some very real opportunities for all Charolais breeders, and some real challenges for the whole breed.

In very simple terms, the project will progeny test a wide range of genetically superior young bulls, including recording a significant number of traits that are currently not widely recorded within the breed, including aspects of carcass composition and traits associated with consumer eating quality.

The information collected on the progeny of the bulls in the test will contribute both to more accurate EBVs for the bulls themselves, but will also update the EBVs of their close relatives such as half-sib brothers and sisters and improve genetic linkage between herds, which also helps the accuracy of all EBVs. Through this process, breeders will be able to assess with more confidence a wider range of animals, especially for these hard-to-measure traits.

The project data will also provide the basis for calibrating DNA marker tests for their usefulness in Australian Charolais. It is becoming increasingly obvious from R&D that this calibration step needs to be done for each breed and production system, and it can only be done with substantial volumes of good

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performance recording data. Without this calibration, no-one can be confident in what a test will actually tell you.

So, this project will better-place the Charolais breed to implement DNA technology, and, as DNA results are integrated into EBVs, Charolais breeders will have the potential ability to make accurate selection in young animals for hard-to-measure traits.

AGBU is now working with Charolais to set up the 2nd and 3rd intakes of young sires for the project, focussed on getting as broad a range of bloodlines with animals as high on genetic merit as possible. This is all important because there is no point wasting the investment on animals that are not likely to make a major contribution to the future of the breed, and for calibration of the DNA tests, the animals must represent the current genetic makeup of the breed. That's the basic outline of the project - where is it up to, but what are the challenges and opportunities?

Charolais breeders now have the opportunity to really drive genetic progress in the breed - not just by using the best of the test bulls via AI, but also by pushing the rate of genetic gain within their own herds-- the best young genetics are the future of your breed, and you will only get that future if you evaluate the best, genetically superior young bulls in stud herds.

There is tremendous opportunity to use the project to focus industry awareness on what Charolais genetics can do for producers and processors, and not just in growth rate and

yield. The Society needs to consider as many opportunities for exposure for producers, processors and retailers as possible: the test herds will have some of the best Charolais genetics in the world on display – and the breed needs to make the most of it.

This project is a major commitment for the breed and for MLA – and it can help build the future for Charolais in Australia. MLA and AGBU are very keen to make sure the project is a resounding success, but we can only do that with your commitment and participation.



By Dr. Robert Banks, MLA Head of Research, Southern Australia & Dr Hans Graser Director, AGBU.



Big week for Charolais at Ekka



The Charolais breed continued its interbreed supremacy, winning supreme male and female categories at the Royal Queensland Exhibition this week. From an immense field of almost 1000 stud cattle, the winning entries were again from the breed which has dominated the titles for the last decade.

When the judging was completed, it was Advance Domino D36E, the entry of Stephen Hayward, Advance Charolais, Allora, which won out. This August 2008 son of Linkletter A11E had earlier been sashed Senior and Grand Champion bull. The bull had been sold earlier in the year to Keith and Roz Glasson, Crathes Charolais, Greenmount, who were ecstatic with the win.

Delivering the Charolais double was the three-year-old, Palgrove Refine, which presented with a LT Western Edge 4057 bull calf at foot, exhibited by Jim Wedge and Jackie Chard, Ascot Charolais, East Greenmount. Since relinquishing hectic business interests earlier in the year, Jim and Jackie have moved to concentrate solely on building what is an impressive Charolais business.

In a very commercially focused display of judging, Mr Tim Bayliss, Holbrook NSW, worked hard assessing the entries in the Charolais section, where over 150 head of top quality cattle were paraded for evaluation. Looking for cattle that were moderately framed, structurally sound and easy finishing, the big ribbons were well spread out. In the heifer classes, Moongool took Junior Female, with the reserve ribbon Glen Waldron and Alyce O'Donnell. In the Junior Bulls, Palgrove

took Junior Champion bull, the reserve to Colinta Holdings. In the Senior Female section, Ascot took Senior, Grand and eventual Interbreed female, the reserve senior female sash going to Palgrove. Advance won Senior and Reserve bull, with the Grand bull, the Senior champion also the Interbreed Champion.

Following the judging on Thursday evening, nearly 700 invited guests and interested onlookers gathered on the main arena to enjoy Charolais hospitality and watch 13 specially selected bulls average over \$8,500, in the inaugural Ekka Bull Spectacular. Fifty registered bidders operated on the catalogue, with highlights including Lot 5, Bill and Sue Waldrons' Kindara Destiny D34E (RF) for \$24,000 to Ashwood Park, Yea Victoria, Steven Hayward with Advance Dozer D107E (RF) at \$13,000 to the Price family, Moongool Charolais, Yuleba and the Bondfields Palgrove Dinkum D1028E to the Taylor family, Allednaw Charolais, Swan Hill for \$11,500. Commercial operators from Julia Creek to Southern Victoria operated successfully in the sale, purchasing bulls from \$4,500 - \$8,000.

Commercially, the Charolais breed continued its winning streak, dominating both the hoof and hook sections of this years' Brisbane Exhibition.

In a great display of carcase compliance, the cross breeding message and combination of Charolais bulls and Santa Gertrudis/Hereford genetics were the consistent winners. The Sullivan family, Riverglen Charolais, a long time successful participant in the hoof and hook section, were the overall winner of the Paddock to Plate competition, as well as taking home the Woolworths Champion pen of carcasses, with a pen of F1 Charolais x Santa/Hereford heifers, overall reserve champion Woolworths carcase and Reserve Champion Grass fed Jap Ox. Glen and Kathleen Franz, Jandowae exhibited the winning Woolworths Carcase with a Charolais Santa/Hereford Heifer. The Price family, Keddstock P/L (Moongool) Yuleba, took out the highly contested Champion Pen of 6 Prime cattle and overall Grand Champion Pen, with 6 purebred Charolais steers. The Price family also donated a charity steer which sold for a total of \$5,500, the proceeds donated to the Brisbane Children's Hospital. David and Lynelle Whitechurch, Four Ways Farming, Black Mountain NSW, also had a big week, winning Champion Lightweight and Grand Champion led carcase, again with a Charolais Santa/Hereford cross steer. In the led steer section, Greg and Leonie Ball from Singleton took out the reserve Champion Medium weight steer with a purebred Charolais.

Like the members of all regions, the Queensland region worked hard to make the sale and event a success, keeping the Charolais brand, front and centre.





Charolais Performance Registry

The last few years of drought have knocked everyone around, and if you're considering dropping females out of the HMF inventory to save costs, putting those cows into the Charolais Performance registry (CPR) is worth considering. If you don't show or just raise commercial bulls and you're interested in driving genetic gain through the use of BREEDPLAN performance data, this herd book has been developed for you. As with all the larger breeds, this secondary register caters for the registration of commercial type Charolais derivatives, especially those breeds like Charbray or Senepol crosses.

CPR females are performance recorded and pedigree certificates are issued, and although at this stage CPR females cannot be shown, registrations at \$13.20 (GST inc) per female, may make this the cost effective solution you've been looking for.

Please call the office if you require more information.



Did you know?

In July, the Charolais website was extremely busy. We had,

- 3,830 visits from 51 countries and territories (up 15.6%)
- 1,151 different customers visited the BREEDPLAN animal database (up 10.5%)
- Over 384 individual customers viewed the on line sales catalogues! (up 54%)

What does this tell us? Customers are using the website to view information on the breed and cattle for sale. If you have cattle for sale, talk to Lisa about website advertising and setting up an internet sales catalogue. Lisa can also assist with you with a range of internet options, and can quote you on your next hardcopy sale catalogue. She has a range of design and website options for you to discuss. We also have access to a large and varied range of merchandise, embossed in either the Charolais logo, or customised to suit your operation. Everything from socks to flags is available. Talk to Lisa about your requirements and she'll be happy to get you a quote.

Bulk emails can also be sent to members from the office – Lisa can help if you have questions here, admin@charolais.com.au

News from the office



Code of Conduct

Quality assurance for any product is essential – after all, you can get a two year warranty on a \$100 toaster these days. But what about the Charolais product?

As part of developing a Quality Assurance process for customers, the Charolais Society of Australia has launched a Seedstock Producer “Certified Code of Conduct”. In what is effectively a simple document, Charolais are the first breed organisation to have a nationally recognised “whole of breed” Code, which will ensure the provision of standard warranties to customers on animals offered for sale by all Society members. The code of conduct sends clear messages to customers - that the breed is focused on their satisfaction and keeping them as customers. The feedback from breeders and commercial bull buyers was overwhelmingly in favour of the adoption of the Code which is to be introduced on the 1st January, 2011

Designed around the Charolais standard of excellence and from customer feedback, the Code will require all vendors to provide customers with a thorough description of cattle at point of sale. This Code will also ensure the purchaser will have a basic product warranty,

which have at times been circumvented by an unscrupulous or inflexible vendor who can no longer say ‘that’s back luck’.

From 2011 on, for participation in all society endorsed events, the vendor’s herd must be enrolled in Group BREEDPLAN with the exhibit having a minimum of two weight traits plus the full scan (inc IMF) and scrotal data recorded. All Estimated Breeding Values and breed specific \$Indexes are required to be displayed. This Code of Conduct simply makes breeders and customers aware that there are now minimum standards in place for the product, particularly with regard to animal soundness and fertility and for Society sponsored sales, minimum standards of performance recording. Part 13 of the code, which relates to the display of all BREEDPLAN Information is the great challenge for those members who conduct their own property sales.

There is a new “Quality Certified” logo available to breeders to advertise to customers, please contact the office to have this sent to you. A copy of the code is available from the Charolais website, www.charolais.com.au

Transfer those Sale Bulls

With the bull selling season upon us, many breeders will be busy getting organised and scanning bulls’ pre sale to display raw data to bull customers. However, much of this valuable scan and carcase information is never submitted to BREEDPLAN for analysis. Breeders should remember that (providing you are enrolled as a member of BREEDPLAN) there is no charge for this input, all membership and trait recording costs associated with BREEDPLAN are now included in female HMF.

BREEDPLAN members should also note, data needs to be to ABRI by the 20th of each month to be included in the following months’ Group BREEDPLAN Analysis, important if you want this information included in your catalogue. Interim BREEDPLAN analysis is no longer available so if you miss this date, your data is held over.

As we all know, a big part of developing and maintaining good customer relations relies on

maintaining contact with customers during the year, not just when you have sales coming up. As part of this process, we need your help to develop the society database with the names, addresses and emails of commercial producers and agents who have purchased from you at your sale or during the year. The easiest way to do this is to transfer the bulls you sell through the society, by simply filling in the details on the back of the animals’ registration certificate, or giving staff a call in the office. Some members have taken on this initiative, transferring all bulls sold in 2009 and early 2010. On your behalf, the Charolais Society will add these customers to the confidential subscribers’ data base, sending them a copy of the magazine and other promotional material. Please look to fate off any other bulls that have been sold for slaughter.

In order to receive support from the office, we also need to know when you will be conducting your sale. Make sure you send a couple of sale catalogues to the office – we can forward them onto prospective purchasers or give them to interested parties that visit the office.

Advertising of AI Sires

It was noted at the June Council meeting that members were continuing to advertise or offer semen for sale in bulls not registered as AI Sires. This has been the case with both domestically bred and imported sires. Council have discussed this issue and wish to inform members that in the future, all advertisements offering bulls for AI will be checked as to the status of those animals, and that those ads in which animals are incorrectly advertised will be delayed until those animals have been correctly registered with the society. Prospective purchasers should confirm the status of bulls in which semen is being sold, or if they more require information regarding the registration of AI sires, please contact the society Registrar, Karen Walsh office@charolais.com.au for more information.

Since the start of 2010, this office has had several unfortunate situations where registrations have been rejected on progeny whose sires (both AI and Natural service) have not been, or are unable to be registered.

Apart from the regulations pertaining to AI sires, from the 1st January 2006, a DNA profile of all sires used, by AI or Natural Service within breeding herds has been necessary. A sire’s DNA profile will be required to be on file with the Society before any progeny can be registered.

In conjunction with the University of Queensland Animal Genetics Laboratory, the Charolais Society has negotiated a special rate for a wide range of DNA sample services including DNA profiling for Sire & Donor Dam identification. Hair or semen samples which clearly identify the herd, animal and member contact should be sent to the Charolais office, where the appropriate forms and document will be sent on your behalf to UQ for DNA analysis. If you have further questions, please contact Karen Walsh at the Charolais office to discuss.

Debtors Policy

It remains a goal of the society to provide cost effective, professional organisational services to all members. However, during 2009 and 2010, the Society experienced a situation with a large amount of members having outstanding, overdue debt. While the Charolais Society of Australia will always remain sympathetic and helpful to debtors suffering genuine financial hardship, numerous attempts to communicate with these members as to this situation yielded very little result and resulted in council instructing debt collection policy to be enforced.

While the Charolais Society of Australia is a not-for-profit organisation, it still must conduct its affairs in such a way that it is a "good corporate citizen" and ensure that it trades solvently at all times, ensuring that it maintains the good standing of the organisation and its members, and with that, is able to reap maximum trading benefits for its members.

Members should be aware of the terms of trade of the organisation, and the discounts, costs and penalties put in place by the council with regard to the services the society provides. Members should also recognise that the services provided by the organisation are professional services that have a commercial value and that they are always undertaken in an efficient and professional manner. With that in mind, when members undertake to make use of the services the society provides, these services are costed accordingly and invoiced to members for use of that service.

The system is designed to be a fair system for all members. However, unless we are made aware of exceptional circumstances, it is unreasonable for members to expect that society rulings on areas like late fees or overdue accounts will not be enforced.

Remember, HMF falls due on the 31st August 2010. Late fees will be applied to HMF received after 1st October 2010.

Newly released Horned-Polled DNA Test

The Beef CRC and its partners have developed a marker that is strongly associated with the polled status in beef cattle. Of animals found to be homozygous (two copies of the same marker) for the allele associated with polled status (PP), in most breeds, all are polled. Of the breeds tested (Brahman, Droughtmaster, Santa Gertrudis, Limousin, Hereford, Brangus, Belmont Red) the accuracy of the marker is approximately 90% but the numbers tested are still small. Further validation is currently being performed in these breeds and others to determine the accuracy of the marker in wider field populations.

At this stage, no testing has been done in Charolais cattle, so CRC cannot make recommendations on the value of the test in that breed. We would therefore welcome breeders having sires that are known by progeny testing to be heterozygous or homozygous polled to submit DNA for testing so we can determine the value of the test for Charolais breeders. Please contact UQ-AGL if you have animals that fit this criteria and they would be happy to add those sires to the validation project.

UQ-AGL will be extracting DNA over the coming months from Charolais industry sires for the Beef CRC 50K carcass traits validation project. This DNA will also be genotyped

by UQ-AGL for the new polled marker developed by Beef CRC/MLA. By genotyping these sires that have accurate progeny-tested horn/poll phenotypes recorded on the society database, we will be able to determine the accuracy and usefulness of the polled marker in the Charolais population. Results of this validation will be made available towards the end of 2010.

A team of scientists led by CSIRO's Dr Kishore Prayaga has been awarded a prestigious Australian Museum Eureka Prize for this work to develop a simple genetic test which has the potential to end the need to dehorn cattle in Australia.

More information on this test will be distributed during the next few weeks, if you have questions please contact Christian Duff at SBTS, or go to: www.beefcrc.com.au/Assets/717/1/TechBrochureJuly28.pdf

In order to deliver information in a more timely manner, we hope to make this newsletter electronic in 2011, so if you've changed your email address or need to update your email details, please contact Lisa admin@charolais.com.au

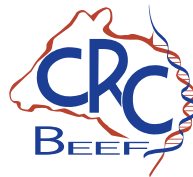
CRC- MLA Genomics Database 50K DNA Analysis – Uncovering more information about Charolais

The CRC for Beef Genetic Technologies, in conjunction with Meat and Livestock Australia, is looking to establish the first comprehensive National Beef Genomic Database using Industry sires, across a wide profile of breeds. Breed Societies were asked by CRC to donate DNA samples from a representative group of industry sires that have reasonable accuracies (above 60%) for their BREEDPLAN carcass EBVs for analysis using the 50K SNP chip.

The 50,000 pieces of genomic information collected on these sires and information on progeny collected from the Beef Information Nucleus (BIN) or Progeny test programs will add strength to the development of genetic marker information on the Charolais breed. By participating in this collaboration we have ensured that the Charolais breed is represented in this National genomics database. The Charolais Society has contributed over 100 samples from sires with reasonable accuracies (above 60%) for their BREEDPLAN carcass EBVs such as EMA, P8 fat or IMF, or for older bulls, those with a number of progeny recorded. This group of bulls proved to be a wide cross section of well known sires that have been used in the breed over the past 30 years.

At present, very little value is presented to Charolais breeders in the form of commercially available DNA tests. As we contribute more genotypes, (such as the information from the bulls submitted) that we can match with physical (phenotypic) measurements such as weights and carcass data (from the progeny test program), we move forward towards the development of genetic tests and molecular EBVs (EBV^M) that are specific to Charolais; tests that are cost effective and useful to us at a breed level.

Many thanks to those breeders who have contributed semen to this important piece of research, and John Atkinson at United Cattle Breeders Service for their assistance with this project.



Charolais Society - SBTS Workshop Program

Client focus at Vernola

Keeping commercial customers informed and at the cutting edge of genetic progress is often a task overlooked by many in the bull breeding business. But running an SBTS “Closer to your clients” workshop for customers is seen as an essential tool for improving knowledge according to Vern Wilson.

“We started with Charolais cattle in the early seventies. Early on, we tried lots of different breeds, but found the Charolais to be the best breed for producing those big heavy vealers that we all like. And that’s how we started producing Charolais bulls. Our aim is produce easy calving, easy finishing cattle with the right carcass components for our customers. Good genetics, strong EBVs and our \$ indexes help us do that and we wanted to let our customers know how to use the information as well”.

Christian Duff, Operations Manager for Extension Services, Southern Beef Technology Services, and associate Ashley Austin, provided stimulating discussion on progressive genetic gain and the formulation of the Charolais market focused \$ indexes. Participants were also engaged in discussion and exercises that related to the best selection process to identify young bulls with the best genetic attributes to hit production targets; food for thought on the core functions of the Charolais breed. Even though the day was cold and windy, this small but enthusiastic group of cattle producers were most complimentary of the day, and all commented that they had gained a lot from the discussion and information presented.

Those members interested in running an SBTS “Closer to your clients” workshop should contact Christian Duff christian@sbts.une.edu.au



Southern Progeny Test calving underway



The managers and owners of the Charolais Progeny test co-operators cows have been busy the last couple of weeks with calving well underway in the Southern Trial group. So far, about 100 calves have been born in these five herds located around Yea in central Victoria. As part of MDC protocol to aid in the development of multi-breed EBVs, a small percentage of calves will be also sired by Limousin and Shorthorn bulls.

With Angus cows a primary target for Charolais genetics in southern Australia, the progeny test process will provide the users of Charolais genetics with a large amount of valuable information. The performance of these calves will be assessed from birth to slaughter, allowing seedstock producers to identify good genetics for inclusion in their own herds, that can be passed onto their customers across the beef industry.

A full summary of the calving information will be made available to members at workshops to be conducted in November. Bulls have been selected for the Stage 2 Northern Project and these 600 high content Brahman cows will be Al’ed in southern Queensland in October. If you have questions or would like more information on the Progeny Test process, please contact the Charolais Office.

Above: President of the Charolais Society of Australia, Graham Smith, SBTS Operations Manager Christian Duff and Manager for cooperator Fox Past. Co, James Pollard, discuss calving information.

Below: Balmoral 220, by Silverstream Colorado (NZ) from a commercial Angus cow.

BREEDPLAN and SBTS

Cross into profit



Charolais
GROUP BREEDPLAN

If you haven't already joined BREEDPLAN, 2011 may be a good year to do so. Customers are looking for performance recorded bulls, and remember, there are no extra charges for this service. All costs associated with membership and trait recording are now incorporated in the female HMF. If you're interested in joining, please contact Karen in the Charolais office for the membership enrolment forms, office@charolais.com.au

From about 650 Charolais members, 142 are current Charolais BREEDPLAN members. 25 joined since Jan 1 2010 which is a 21% increase. Every breeder is eligible to be a member.

Out of the approximately 10,000 Charolais calves registered in recent years, 40% have birth weights, 40% weaning weights and 15% scanned for carcase traits.

The percentage of females scanned has increased in recent calf drops. This is a result

of education on the benefits of scanning heifers (as well as bulls) to pick up greater variation in the fat traits being rib fat, rim fat and intra-muscular fat (related to marbling). The Charolais breed is showing interesting levels of IMF (marbling) and by increasing the levels of scanning for this valuable trait, we could provide customers with another reason to purchase Charolais bulls.

Scans for carcase traits (eye muscle area, rib fat, rump fat and intra-muscular fat) recorded

and submitted on 3,638 Charolais animals to BREEDPLAN since January 1, 2010.

Thank you to those 30 Charolais breeders who participated in the SBTS "BREEDPLAN from Go to Whoa" webinars over the last few weeks. For those of you who missed out, more of these webinars are planned for later in the year.

For more information contact Christian Duff, christian@sbts.une.edu.au

"Focus on Charolais" Workshops

A series of workshops designed to keep members well informed will be held in regional centres across Australia in November of 2010 and early into 2011. Hosted in conjunction with SBTS, these days will aim to discuss a range of current topics, as well as an opportunity to look at some early, preliminary data from the Progeny Test programs. Bob Freer, Christian and myself will be attending and we look forward to those councillors in those areas coming along as well. WA and Tas will be held early next year.

The dates for 2010 workshops are:

Armidale NSW **November 1st**

Kingaroy QLD **November 4th**

Miles QLD **November 5th**

Hamilton VIC **November 17th**

More information on the workshop program and venues will be posted on the website over the next few weeks. Those members interested in attending are invited to reserve seats by contacting Karen or Lisa at the Charolais Society.

Charolais sale summaries

| Stud | No. Sold | Top Price | Gross | Avg |
|-----------------------|----------|---------------|-----------|---------|
| Rosedale, NSW | 65 | \$13,000 | \$355,000 | \$5,462 |
| Huntington, QLD | 40 | \$5,500 | \$102,080 | \$2,552 |
| Palgrove, NSW | 35 | \$8,500 | \$216,825 | \$6,195 |
| ANC, QLD | 52 | \$6,250 | \$187,720 | \$3,610 |
| Harleywood, NSW | 19 | \$5,250 | \$69,000 | \$3,632 |
| Top of the Range, NSW | 30 | \$10,000 | \$107,250 | \$3,250 |
| Golden Guitar, NSW | 32 | \$7,500 | \$129,250 | \$4,039 |
| Ag-Grow, QLD | 34 | \$8,000 | \$117,500 | \$3,456 |
| South Burnett, QLD | 24 | \$4,000 | \$68,500 | \$2,854 |
| Casino, NSW | 10 | \$3,250 | \$25,700 | \$2,570 |
| ANC, QLD | 63 | \$8,000 | \$224,700 | \$3,567 |
| CB Bremelty, NSW | 22 | \$4,500 | \$69,586 | \$3,163 |
| Kilkenny, QLD | 55 | \$9,500 | \$197,250 | \$3,586 |
| Nargoona, QLD | 38 | \$7,000 | \$164,250 | \$4,322 |
| Hopgood, QLD | 30 | \$10,500 | \$127,500 | \$4,250 |
| Elstow, NSW | 10 | \$5,000 | \$35,600 | \$3,560 |
| Kandanga, QLD | 50 | \$11,500 | \$205,000 | \$4,100 |
| Minnie Vale, NSW | 48 | \$7,000 | \$214,080 | \$4,460 |
| Casino, NSW | 18 | \$5,000 | \$51,750 | \$2,875 |
| Brisbane Royal, QLD | 12 | \$24,000 | \$103,000 | \$8,583 |
| Moongool, QLD | 77 | \$19,000 | \$420,000 | \$5,414 |
| Palgrove, QLD | 95 | \$20,000 | \$548,530 | \$5,774 |
| Baroola, QLD | 26 | \$7,000 twice | \$93,002 | \$3,577 |
| Fairfield, QLD | 35 | \$4,500 | \$105,735 | \$3,021 |
| Wakefield, NSW | 15 | \$5,000 | \$54,750 | \$3,650 |
| Gobongo, QLD | 70 | \$18,000 | \$295,250 | \$4,220 |
| Gunnadoo, QLD | 37 | \$7,500 | \$116,920 | \$3,160 |
| Ag Show, QLD | 34 | \$7,000 | \$111,750 | \$3,288 |

*Results as published in Rural Press or forwarded to the Charolais Society of Australia as at 1/09/10.

Everyone will want to read it!

So book your place in Studs of Australia 2011 today!

Now's the time to plan ahead and guarantee your place in Studs of Australia 2011.

To be published in February, 2011 the definitive guide to Charolais breeders throughout Australia, this new edition promises to be the best yet. Designed in the new corporate look for brand consistency and cut-through, your stud will have the opportunity to put its best foot forward in a high quality editorial environment.



CHAROLAIS MAGAZINE

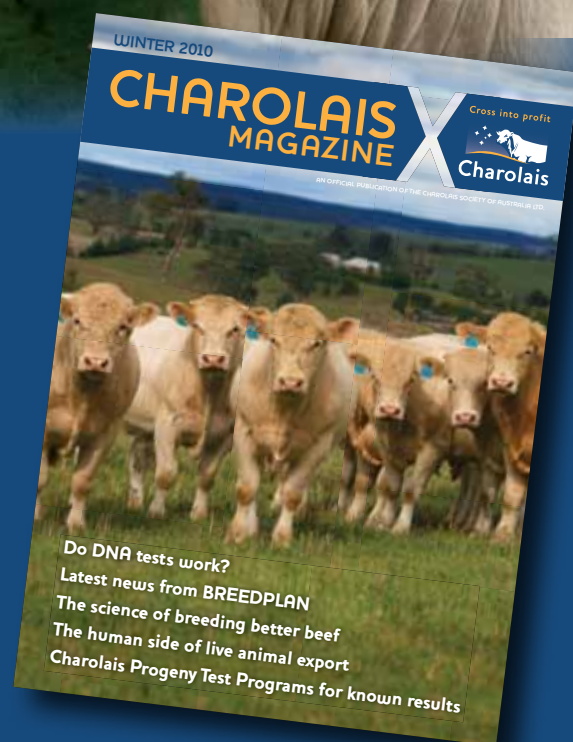
BE PART OF THE 2010/11 SUMMER MAGAZINE!

Don't miss out on being part of the summer Charolais magazine.

With a full range of targeted promotional activity to support it, summer 2010/11 will be a very exciting time for The Charolais Society. You can be part of this important roll-out by promoting your stud, business, product or service in the Charolais Magazine. So get yourself organised and prepare your advertisement without delay. Sizes, specifications and costs are listed below. We look forward to your participation and inclusion.

SPECIAL OFFER!

Receive 10% off the cost of your rates booking! (applies to advertisers for their fourth consecutive advertisement and subsequent consecutive advertisements).



Get more **bang** for your advertising **buck** this year.

Cross into profit with 5 high exposure advertising opportunities for an all inclusive \$3000.

It's the best \$3000 you'll spend on advertising this year!



- A full page advert in two issues of the Charolais magazine.
- A sponsor advert in two issues of the Charolais newsletter.
- One full page advert in the Charolais Stud book.

Limited opportunities. Don't miss out! Contact Charolais Australia today