

Beef 2012 Rockhampton, Qld 7-12 May

Charolais Exhibition *Be Part of the Action*

Special Sister Sale
Selected Charolais Females
Sale on Wednesday 9th May 5.30pm
Charolais Site Beef 2012

Win a Charolais Bull

Your chance to supply *THE* bull

Major Charolais Promotion for Beef 2012

Benefits include

- * Wide stud promotion, reach National & International visitors
- * Free space in a key position in the Charolais site
- * Huge potential for stud's client database increase

Cross into profit



Charolais

Win a Charolais Bull Competition

Win a Charolais bull competition nomination

During Beef Australia 2012 all visitors to the Charolais site will be given the chance to go into a draw to win a Charolais bull as a prize. The Society will advertise its site at Beef Australia via the QLD media and use the win a Charolais bull competition to draw interest to the advertisement and ultimately to the Charolais site.

The names and addresses of entrants will be collated to build a mailing list that will be used by the Society for its promotion and the list will be made available to the supplier of the bull for their exclusive marketing use.

Full members of the Society can nominate a bull for this competition. The bull must be pure Charolais from the 2010 drop and meet Royal show and sale standards. The winner of the bull will take ownership and possession at Beef Australia 2012, Rockhampton.

The main benefits to the stud that donates a bull to this competition will be:

★ Huge potential for increased client database for your marketing use

★ Prominent stud name positioning in all Charolais Society Beef 2012 advertising

★ Major attraction on the Charolais site

★ Prominent free site position with huge marketing potential

★ National & International exposure

Nomination Form

Name of exhibitor/Vendor: _____ Tattoo: _____

Address: _____ Post Code: _____

Phone: _____ Fax: _____ Mob: _____

I agree to the Win a Bull Competition Conditions:

Signature: _____ Date: _____

Win A Bull

Bulls Name: _____

Society Registration Number: _____

To nominate for entry to the Win A Charolais Bull Competition, complete this form and forward to:

Charolais Society of Australia
PO Box 772, ARMIDALE NSW 2350

- Attach the required photographs of the animal, its sire, dam and siblings as you see fit.
- Also attach the animals "Resume", that is, your justification for this bulls inclusion in this prestigious event.

The nominations for the Win A Charolais Bull Competition must be received no later than Friday 17th February 2012.

For any additional information, please contact the Charolais Society of Australia: Ph: 02 6771 1666, Fax: 02 6771 1561, admin@charolais.com.au

Charolais Special Sister Sale

The Special Sister Sale is an exciting event conducted by the Charolais Society of Australia Ltd to showcase elite females.

The Special Sister Sale is one of the Society's premier events. The event is limited to fewer than eighteen animals only. Heifers will be subject to a selection panel. Each heifer will be assessed on its "Resume" and that of its family as well as its own structure and genetic merit.

Our Aim

To provide a venue and Gala Event for Charolais Seedstock producers in Australia and overseas to promote, sell or purchase the premium or elite genetics available on the world of Charolais breeding.

Selection Criteria

Selection will be done by a panel of experienced Charolais judges for breed type and structural correctness. The panel will be seeking heifers of outstanding phenotype with unique and proven genetics from cow and or sire lines that have had success at shows and or sales.

Catalogue

Each individual heifer lot will have a one page spread in a full colour, A4 gloss sale catalogue which will be distributed to all Charolais breeders across Australia.

Judging of Heifers

Pre sale judging of the heifers will be appraised by a panel of 5 well known and respected seedstock producers with the accumulated results displayed to the public and prize winners awarded under a composite judging system.

Ribbons will be awarded to the top 5 place winners and presented to both the vendor and the purchaser with the Champion and Reserve Champion Sale Heifer ribbons also awarded to both vendor and purchaser.

Public Judging Competition

A public judging competition will be run in conjunction with the pre sale judging with the public judging winner to receive a substantial prize and proceeds of the public judging entry tickets going to a charity yet to be nominated.

Judging competition tickets will be available at the Beef 2012 Charolais Society site.

The name suggests that each of these heifers has a very special story to tell. Their pedigree and family success will support the reputation of the stud and line of cattle.

The Council has pleasure in inviting your nomination for this prestigious event. The timing of this event to coincide with Beef, will provide significant exposure and is an opportunity not to be missed.

Conditions of Entry

Live Heifer Lot:

1. Entries must be entered in the general Charolais breed classes at Beef Australia 2012 to be eligible.
2. Entries must be of a very competitive Royal Show standard and accordingly must be prepared to a high professional standard.
3. Entries must be registered with the Charolais Society of Australia Ltd prior to close of nominations. Nominations close on Friday 17th February 2012.
4. Entries are to be born between 1st May 2010 and 30th September 2011.
5. Photos of selected heifers of a highly professional standard for catalogue publication are to be available no later than 10th March 2012. Several photos are to accompany the application for selection, (e.g. front, rear, both sides and an unobstructed view of all feet).
6. Entries are to have full EBV's.
7. Entries must meet colour requirements of the Charolais Society of Australia Ltd.
8. Entry fee of \$350 inclusive of GST will be payable on 17th February 2012 upon nomination.
9. Catalogue order will be a draw.
10. Heifers will be judged as one class.
11. Open to heifers unjoined or PTIC but are not to have calves at foot.
12. Selection panel decisions will be final with no correspondence entered into.
13. The selected heifers will gain recognition on the Society pedigrees reading "SS" which will carry on with that animal in future pedigrees.

Sponsors

*** Ced Wise, Artificial Breeding Services, will donate drugs & services for an ET program of one cow including implant/freezing for the vendor of the Champion Heifer**

*** Roger Evans of Bovine Scanning Services will scan sale heifers**

Charolais Special Sister Sale

Nomination Form

Name of exhibitor/Vendor: _____ Tattoo: _____

Address: _____ Post Code: _____

Phone: _____ Fax: _____ Mob: _____

I agree to the Special Sister Sale Conditions:

Signature: _____ Date: _____

Heifer Lot Entry

Name of Animal: _____

Society Ident: (Tattoo) _____ Date of Birth: _____

NLIS/PIC: _____

To nominate for entry to the Special Sister Sale, complete this form and forward to:

Charolais Society of Australia
PO Box 772, ARMIDALE NSW 2350

- Attach the required photographs of the animal, its sire, dam and siblings as you see fit.
- Also attach the animals "Resume", that is, your justification for this animals inclusion in this prestigious event.

Your nomination for the Special Sister Sale must be received at the Society's office no later than Friday 17th February 2012. No late entries will be accepted.

For any additional information, please contact the Charolais Society of Australia: Ph: 02 6771 1666, Fax: 02 6771 1561, admin@charolais.com.au