



New Zealand

RED DEVON

Cattle Breeders Association



Christmas News Letter ❁ December 2011

www.reddevoncattle.co.nz



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President's comments.

Nearly Christmas already, time flies. Hope you have come through calving OK and now have lots of grass waving in the wind. Personally I ran into a bit of trouble calving my two year old heifers this year and lost two out of fifteen calves. The reasons were probably the heifers were in very good condition/too fat and the bull I had used had an above average birth weight EBV producing some heavy calves. Hopefully I have learnt my lesson. I am using a lower birth weight bull this year and will keep the condition down with better management.

It is good to see stock prices so buoyant with a likely hood of them staying high. I can see a prime beef shortage occurring here in the next year or two, which should keep prices up. Beef cow numbers are static and less beef is coming from the dairy herd as dairy farmers chase the export dairy heifer trade.

We have a new patron. Joan Power has agreed to be our patron following our AGM decision. Long standing members will know Joan well, she is of good Devon stock and ran the Isca stud for twenty years. She was also our breed secretary in the early nineties and served on Council for many years. Joan is a strong supporter of the Devon breed and has worked tirelessly over the years. Having said that I am sure she would acknowledge what pleasure she has received working with such quiet and beautiful cattle.

Just a reminder of the dates for the next World Devon Conference, which is held every four years. It is the turn of Brazil in 2012 and will be held from 10th to 25th of May. Details of the itinerary to follow. If you were wondering how the rotation of the World Conference venues has gone over the last twenty years it is UK, New Zealand, U.S.A, Australia and Brazil.

Happy Christmas.

Colin.

Welcome to New Members

We would like to welcome to the society Lindsay Scott and Linda Jones of Napier. They joined the society recently after purchasing a Registered Bull from The Magnum Stud of Evan and Joanne Oliver. Lindsay and Linda's Stud name is Kaweka Solo.

They have predominantly South Devon cows, which they have been very happy with, but felt they were a little large, so were on the lookout for a smaller breed and found information out from mainly the internet on the Red Devon.

They were drawn to the low Birth weight Calves and Temperament of the breed, they have found the South Devons also have very good temperaments, but their Herd is aging now so they would like to purchase a couple of Red Devon cows to get them started with the prospect of increasing Red Devon numbers on their Stud, and of course by already having the Bull, they have been impressed so far with the results crossing with their South Devon and x Bred Cows. Just worth a mention also they tried some of the Beef from Julian Downs Rannoch stud and were very satisfied with the Red Devon meat.

We look forward to meeting Lindsay and Linda at up coming Field days and AGMs.

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Secretary

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Hi from the Northern Studs.

After a cold dry August and September we have had good rain in October. Having put some nitrogen fertilizers on in September we now have good pasture covers. The neighbouring dairy farms have started to make baleage and silage in the last few days (writing this on the 12th November)

On the Devon Front we have had a good conception rate from last year's mating with all 28, 14 month heifers getting in calf with only one left to calve after 8 weeks. There has been one rising 3 year old out of 25 that did not hold to the bull with all 80 mixed aged cows all in calf. This year's calving has been one of the best for some time to date not one of the cows has needed assistance at calving. We are having to use dairy cross calves to keep the milk under control in some of these cows. One of these cows being Tap Jipsy Lass 538 who happens to be the top milk cow for Australasian Breedplan 2011 has been feeding an extra calf since calving 6 weeks ago.

538 and Tap Carnation 299 were the 2 cows we flushed embryos out of for Gerry Engh USA 2 years ago. The bulls used to fertilize these embryos were Tap 635 and Tap 509 both having been collected for use in Australia and USA. A recent email from Gerry saying he now has yearlings on the ground from these bulls and in his words "They are looking fantastic." He is also enquiring as to what semen we may have available in the future.

Vic Edwards and Ally Heap who selected 635 for use in Australia and USA have had success with a son, a rising 2 year bull Gowan Ross Escort E41 being placed Junior male champion at Sydney Easter Show 2011 then going on to win Breed Champion at Brisbane in August. The judge in Brisbane was Gerald Fry USA.

A great result not only for us in the north but for the NZ Devon breed as a whole I feel.



**Gowan Ross Escort E41
Brisbane Breed Champion sire
by Tapuwae 635**



Tapuwae 635/06 Rising 5 year old

THE IMPORTANCE OF SALT BLOCKS

For the first few years here at Pori I made sure my cows had access to salt blocks most of the year round, as I had in Feilding. Calving ratio of heifer calves to bull calves was always about 50/50 with some years more heifers than bulls. I then stopped using the salt licks (got lazy) and found immediately the next calving and over the next few years a much higher proportion of bull calves than heifer calves but thought not much about it at the time. Deciding to change my fertiliser regime I had two new reps on the farm and when discussing what was happening on the farm they both suggested to me at different times on different days that the bull/heifer calf ratio may be due to a slight iodine deficiency. I questioned this and spoke to my vets who were in the dark on this subject. I decided to re-introduce salt blocks immediately, nothing ventured, nothing gained, as it was coming up to mating time again. Whether by chance or there is actually some truth in the

below article the next calving produced more heifers than bulls, for the first time in a few years. Of course I still continue to put out salt blocks, for the general well being of my cattle, and maybe for the above. Calving ratios of heifers to bulls has been back to about 50/50 ever since. The article below was sent to me by one of the reps, not sure of the exact source but I believe it comes out of Australia. Graeme Dyke, Te Maewa.

Fortunately, the requirement for iodine is not very high and the addition of seaweed products in the lick is usually enough to meet it. This is preferable to using inorganic iodine in the form of potassium iodide or Lugol's solution. Both are very toxic in excess as well as being expensive. A vet will advise on alternative forms of iodine supplementation if necessary.

Another cause of iodine deficiency is overfeeding of legumes such as alfalfa, clovers, beans, peas, soybeans, lupins, etc. These are termed goitrogenic feeds because; in extreme cases they cause the goitre to swell. Feeding too many legumes will cause a high ratio of bull calves. The heifer calves have the greatest need for iodine, if there is a deficiency; they may not develop in utero and are probably reabsorbed. It is also possible, in some cases, that heifers are not even conceived. Occasionally in iodine-deficient animals strong males are born, but the females are born weak, hairless, and dying.

A dairy farmer who milks and breeds stud Jerseys was complaining to me that the cows had produced nothing except bull calves for the last three years. Someone had unfortunately advised him to have clover-dominant pastures and to feed alfalfa without telling him of the pitfalls. Bull calves and ill thrift were the rewards for his efforts. The farm was turned around within a year of balancing the soil.

Remember that an iodine deficiency should always be considered as the base cause of practically every problem. A blood test will show up a large iodine deficiency, but might not highlight a chronic mild deficiency. It will be found that all stock will help themselves to seaweed meal as they require it when they are in paddock situations, and this as well as the stock lick would be the safest way to provide it.

Excluding the actual sign of swollen goitre (in the middle of the under part of the neck), one of the simplest warning signs of an iodine deficiency is the presence of dandruff (scurf). Woody tongue is a condition that can arise when iodine is too low.

The need for iodine is increased by cold weather and as mentioned, by feeds that are goitrogenic and/or high in oxalates or nitrates. A selenium deficiency can also raise the need for iodine. All this points to the many advantages to be gained from regular supplementation with seaweed products which contain the latter mineral naturally.

Te Maewa Atlantic 614/08

Atlantic is a horned A.I. bull by Cutcombe Jaunty U.K. out of Rotokawa 914/99. To date the average birth weight of all calves born has been 34 kilo. He is a very meaty powerful bull, and at 562 kilo had an eye muscle area (EMA) of 107sq /cm, with P8,5 and Rib,4.



When this photo was taken in march of this year his weight was 770 kilo with an EMA of 121sq/cm, P8,6 and Rib,4 and intramuscular fat (IMF) of 5%. Latest Breedplan Figures for Growth are BW +3.5, 83%. 200 DAY+12, 73%. 400 DAY+26, 69%. 600 DAY+36, 70% and MILK +3, 38%. Breedplan Figure for EMA is +2.1, 31% which is in the top 1% of the breed for Eye Muscle Area. Thus he is a very handy bull

Taking up the Challenge



From left Steve Dirksen, Malcolm and Bridget Sutherland and their 3 Yearling Red Devon Heifers.

By Jill Dirksen

Steve and I took the opportunity to visit the Sutherlands back in September Malcolm and Bridget are recent new members to the society having purchased these 3 Heifers as Weaners from our Manu Stud back in January 2011, and deciding to join the Breed society as well.

They have a very picturesque property on the out skirts of New Plymouth a flat to steep 4½ Hectares which will work very well with their ideas of running the Red Devons and a Flock of Arapawa and Wiltshire Sheep to give a good balance to the pasture. The property also boasts a small QE II block which gives very nice character to the property.

The property has still a wee bit of development to be completed, as with many areas on the Fringes of cities now, small holdings are popping up along these what were once small to medium Dairy farms not so many years ago. The Cattle yards are yet to be constructed here, so the neighbours allow any cattle coming and going from the Sutherlands to use their yards.

Malcolm and Bridget have decided it would be sensible to get them in calf as 16-17 mth olds as they are very well grown the 400 day weights were 334kg,335kg and 384kg instead of putting at least one of them in the freezer which was what they thought they might do. So they are being visited by a nice Red Devon Bull from the Ruby Fields stud of the Foremans'. (feww! Lucky Girls we should say!)

They have decided to performance record them also, which is great for the Breed. Both Malcolm and Bridget are very busy with jobs out side of the property so this is a big ask for them to do, but with the use of our scales and an ingenious portable race rigged up by Malcolm we got their 400 day weights, amazing what a delicious slice of silage can achieve! and those weights will go on to help get a good history of EBVs. Thank you Malcolm and Bridget for choosing Red Devons we're sure you won't be disappointed with them And thank you also for the very enjoyable visit to your Property.



Rannoch Meats - The story so far

Like many lifestylers we had brought our land, built our house and then needed to decide what to do with the grass, other than feeding the horses. Cattle seemed a simple answer. Not as much work as sheep so we could still have our weekends and we could kill one for the freezer each year. What could be better!

However as time passed I had a number of colleagues in Wellington commenting on how they couldn't get access to good meat. BBQs at our farm were a treat as the quality of meat we provided was much better than you could get anywhere else, and we were simply raising whatever we could get at sale yards. Suddenly I had the beginnings of an idea. What would it be like if we had a dedicated beef breed? Was there enough demand out there for me to make a business of farming? The answer to these questions appeared to be a yes.

And so the business was formed and the search for breed of cattle began.

It wasn't a long exhaustive search. Over the years of raising weaners we had raised a variety of breeds so understood more than we knew about their different qualities. The key quality we wanted was a quiet easy to handle animal that grew well (a dedicated beef breed). Only one breed seemed to fit this bill from our previous experience. Red Devon.

After a call to Graham Dyke in Pahiatua, a quick trip to his farm and suddenly we had 3 in calf cows to start our breeding herd. Steep learning curve for someone who has never bred cows before, but reading and talking to knowledgeable farmers seemed to do the trick. Only one hiccup with the need for a caesarean in the first year, but the rest as they say is history. Soon we had 6, then 12 and now a regular breeding herd of 18 cows – visits to Graham's to buy more cows seemed to be coming a yearly exercise.

With a quickly growing herd of cows, not to mention the various aged weaners, yearlings rising 2 year olds and of course the breeding bulls, we needed to expand the farm operations. So more land was purchased nearby in Greytown (ouch!).

The farm operation was now up and running!

The farm side of the business was only half the puzzle. Getting my cattle processed, butchered, sold, and delivered was the other half, and there was a lot to work through here. Right from marketing through to ensuring I was in line with MAF regulations.

The marketing and demand side was easy to start with. Working in an office building with 400 people I had a ready customer base to start advertising to and once word got out about what I was doing it was a case of more demand than I could supply.

My business model was simple. I was going to supply good quality beef direct from my farm to my customers. Keeping it simple I was offering ¼, ½ or whole carcasses, butchered into 3-4 person size packs, pre frozen and at a flat per kg price – keep it simple for the customers. For those customers wanting ½ or whole carcasses they can choose their own cuts. Most customers are happy to take my standard cuts which gives them rump, scotch fillet, mince, porterhouse, prime rib roast, sausages, casserole ...

The main reason for selling by carcass was the MAF regulations. By supplying large quantities of meat, I was processing on-demand for customers. Once I have 3-4 orders for ¼ carcass I would ship an animal to the meat works, from there the carcass was delivered to the butcher and then direct from the butcher to the customer. Suddenly I didn't need MAF certification myself as all these other organisations had the certification.

The obvious answer to this working model was to find a good butcher you can get on well with. The key to success was working with a butcher who was able to do my various cuts and had size to service my needs as well as his business.

Four years on from the first initial starting and the business is continuing to grow. I have regular list of 80+ customers on my email list and see about 3-6 hits on my website per day. All customers

rave about the quality of meat that they get and sales are predominantly by repeat business or referrals from other customers.

In the last year we have started shipping packages around the country going up to the North Shore in Auckland and out to Hawkes Bay. Shipping frozen packages around the country wasn't as hard as I expected. This is where the butcher relationship showed it's worth. He already had the contacts and processes for packaging in polystyrene boxes, shipping with couriers and ensuring it stayed frozen through the whole journey. Packs are guaranteed to be delivered within 12-18 hours throughout New Zealand, and when packed in ice within polystyrene no thawing occurs.

Marketing and communication are key to my business and building a loyal set of customers. I regularly send out emails and invite customers to come and visit the farm. The majority of my customers are in Wellington and during calving time I have regular progression of families with small children coming to experience the rural environment.

I am now investigating different sized packs and looking at selling through a farmers market. This opens up a whole set of MAF regulations I need to comply, mainly around storage and transporting of product. At the moment it doesn't seem a big task to comply with, but only time will tell.

I still have plans to grow both the farming and retail sides of the business with restaurants and export on the list of future targets. Only time will tell whether I get there.

More than happy to share my learning's or talk to anyone interested.

Snippet

David and Ruth Harrison of "Hartland" would like to report that some recent sales of their Red Devon and Red Devon X cattle were as follows,

2 x 2yr Heifers to local trade average c/w 260kg @ \$4.45/kg

6x 1yr Steers Feilding sale average live weight 362kg @ \$900

2x Weaner Heifers 7 months old March Born, average live weight 283kg @\$730

These were out of Red Devon x Friesian Heifers by a Red Devon Bull. One of the yearling Steers was the same Breeding and age but matched up with the Steers (apart from being Black as were the Heifers.

They also report that stock through the yards were correctly described as Red Devon or Red Devon Cross, most times these days there is no breed description.

Thanks for that report David and Ruth, the Red Devons have got the vigour that's for sure and excellent when crossed.

Photos from Steve and Jill Dirksens' Manu Stud
A Hereford Friesian x Red Devon and
Pure Bred Red Devon Heifers





9th World Devon Conference & Devon Tour - Brazil - 2012

Day 1 (May, 10 – Thursday): Florianópolis

- Arrival in Florianópolis transfer to the Blue Tree Florianópolis Hotel
- 06:00 p.m. Registration/ Pre-Tour Reception;
- 06:30 p.m. Welcome cocktail at the hotel;
- Dinner offered by Mrs. Maria Luiza Jardim;
- Overnight in Florianópolis – Intercity Premium Hotel

Day 2 (May, 11 – Friday): Florianópolis/ Lages (228 km)

- 9:00 a.m. Florianópolis to Lages by bus;
- Tour and lunch at the Ivo Bianchini Farm;
- Overnight in Lages – Le Canard Hotel;

Day 3 (May, 12 - Saturday):/Lages /Concórdia (238 km)

- 9:00 a.m. Lages to Concórdia by bus;
- Tour at the Werner Kunze property;
- Overnight in Concórdia. Caitá Hotel;

Day 4 (May, 13 - Sunday): Concórdia/Nova Prata (263 km)

- Nova Prata
- Overnight in Nova Prata (289 Km). Condall Palace Hotel

Day 5 (May, 14 – Monday): Nova Prata / Cherubini (40 km)

- Reinaldo Cherubini, Tour
- Lunch
- Reinoldes Cherubini Tour
- Overnight in Nova Prata. – Condall Palace Hotel

Day 6 (May, 15 – Tuesday): Nova Prata

- Gilson Hoffmann, Soely Barreto Hoffmann, Aino Jacques Tour; com almoço
- Overnight in Nova Prata.- Condall Palace Hotel

Day 7 (May, 16 – Wednesday) :Nova Prata /Caxias do Sul /Bento Gonçalves (62 km)

- 10 a.m. –Nova Prata to Bento Gonçalves, passando por Caxias do Sul by bus;
- Tour to the Adelar Santarem Farm;
- Mid-day – Free Time for Lunch
- À tarde, viagem para Bento Gonçalves overnight at the Wine SPA Hotel;
- 08:30 p.m. – Dinner at Hotel;

Day 8 (May, 17 – Thursday): Bento Gonçalves /Caxias do Sul / Santa Maria (272 km)

- Free Morning
- 12:30 p.m. – Lunch at Valduga winehouse (included)
- Visit at Tramontina e Fetina de Formaggio for shopping;
- 04:00 p.m. - Maria Fumaça Train Tour, to Carlos Barbosa stop in Garibaldi and back to Bento Gonçalves. Back to Bento Santa Maria by bus;
- Overnight in Santa Maria. Itaimbé Palace Hotel;

Day 9 (May, 18 – Friday): Santa Maria/São Gabriel (169 km)

- Free morning in Santa Maria;
- Lunch at Armando Ribas; Ball;
- São Gabriel
- Overnight in São Gabriel. San Isidro Hotel

Day 10 (May, 19 - Saturday): São Gabriel

- São Gabriel
- Tour to the Benedito Franco Farm;
- Lunch at the Fazenda Senna;
- Overnight in São Gabriel. San Isidro Hotel

Day 11 (May, 20 - Sunday): São Gabriel /Pelotas (295 km)

- 8:00 a.m., Pelotas by bus;
- Lunch at Estância da Gruta;
- Free Afternoon;
- Dinner at Gaudi Restaurant;
- Overnight in Pelotas. Jacques Georges Hotel

Dia 12 (May, 21 – Monday): Pelotas

- Pelotas
- Charqueada Boa Vista Convention;
- Dinner at Batuva Restaurant
- Overnight in Pelotas. Jacques Georges Hotel

Day 13 (May, 22 – Tuesday): Pelotas /São Lourenço / Camaquã (130 km)

- São Lourenço by bus;
- Visit at the Baronesa Museum;
- S. Lourenço to Cristal by bus;
- Lunch at Corticeira;
- Overnight in Camaquã. Helio T Hotel;

Day 14 (May, 23 – Wednesday): Camaquã /Porto Alegre (130 km)

- Breakfast at Marcos Pandolfi Farm;
- Visit to the Cláudio Ribeiro Farm (lunch);
- Overnight in Porto Alegre. Plaza Porto Alegre Hotel

Day 15 (May, 24 – Thursday - Porto Alegre

- Visit to the Moacir Meat House;
- Lunch at Fazenda Barba Negra Restaurant;
- Free Afternoon;
- Closing dinner at the English Club.
- Overnight in Porto Alegre. Plaza Porto Alegre Hotel

Day 16 (May, 25 – Friday: Porto Alegre

- Retuning – Transfer – Plaza Porto Alegre Hotel / Salgado Filho International Airport.

Package Includes:

Transportation in Double Decker bus with 54 seats;
Tourist guide;

01 Lunch at Valduga Winery in Bento Gonçalves;
01 Dinner at Spa do Vinho Hotel in Bento Gonçalves
01 Dinner at Gaudi Restaurant in Pelotas;
01 Dinner at Batuva Restaurant in Pelotas;
01 Lunch at Farm Barba Negra in Porto Alegre;
01 Dinner at Clube Inglês in Porto Alegre;
Registration Fee

01 room night with breakfast in Florianópolis – Intercity Hotel 4*
01 room night with breakfast in Lages – Hotel Le Canard 3*
01 room night with breakfast in Concórdia – Hotel Caitá 3*
03 room nights with breakfast in Nova Prata – Hotel Condall 3*
01 room night with breakfast in Bento Gonçalves – Hotel SPA do Vinho 5*
01 room night with breakfast in Santa Maria – Hotel Itaimbé Palace 3*
02 room nights with breakfast in São Gabriel – Hotel San Isidro 4*
02 room nights with breakfast in Pelotas – Hotel Jacques Georges 3*
01 room night with breakfast in Camaquã – Hotel Helio T 4*
02 room nights with breakfast in Porto Alegre – Hotel Plaza Porto Alegre 4*

Investments valid to payment to December, 15, 2011

Single Room Package Price.....= U\$3.060
Double Room Package Price.....= U\$2.484 P/Person

Investments valid to payment to March, 15, 2012

Single Room Package Price.....= U\$3.460
Double Room Package Price.....= U\$2.884 P/Person

Price are valid for minimum group of 50 people.

Registration Fee will be added to the package.

Payment Conditions:

Credit Card (Visa, Mastercard or bank deposit)

Your Red Devon Web Site



Don't Forget that this is your Web Site where you can promote your stud and your cattle. It is a good place to start researching which way to plan your breeding program with the use of Internet Solution Animal Enquiry.

You can Sell items on the website for a small charge of \$11.50^{inc GST} for sixty days or even have a page for a stud profile for an annual fee of \$57.50^{inc GST}. There is always a steady number of people viewing the website from all over the whole world, making it a good tool to promote your stud and cattle. Any Items of news that you may have can be posted on the web site so that other members can catch up with what is going on.

Web master

Kevin Fletcher Ph 06-324 8263 lunanbay.devons@gmail.com

Like Father Like Son

Hansnett Maurice Reserve Champion at Devos sale in October , 21 months old by Hansnett Hamilton.



Members List

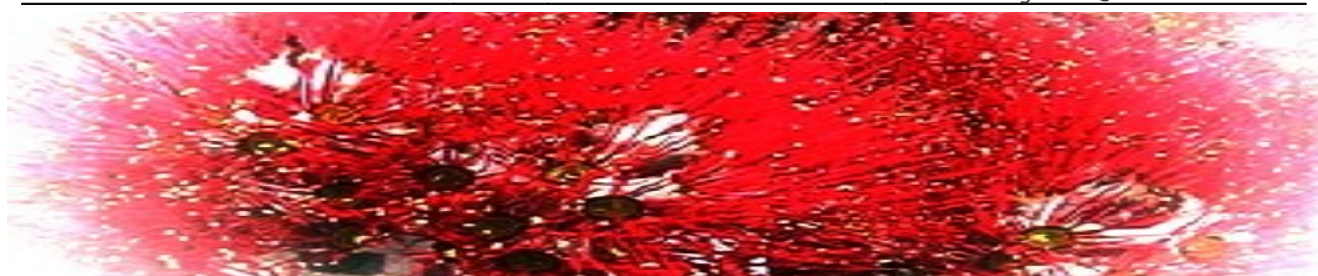
As at December 2011

Northland

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McLaughlan, Alisdair & Jean		RD 2 Whangarei 0172	p: 09 433 1170 fax: 09 433 1170
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MOON RIDGE	1749	RD 1 Pokeno 2471	e: moonridgewine@hotmail.co.nz



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