

# RED DEVON

Newsletter  July 2021

## Welcome Members

It is my turn to provide a newsletter for July and update Council activities.

We are working on some promotional advertising, this year targeting the dairy sector, to generate interest in using Red Devon bulls as dairy beef sires. Gavin has been drafting an ad for the Dairy Exporter and alongside Dirk's Ohuka stud we have run an ad with article attached in a new publication in the Waikato, the Farming First magazine, delivered to all rural box holders in the Waikato and the Bay of Plenty. A copy of the editorial is attached to your email. To get the maximum benefit from this promotion please advise Danielle what bulls you have available so we can add them to the stock for sale page so that enquiries generated can be directed to members with available bulls.

Danielle has been heading a group working on updating our new member pack and we are close to finalising this, she is also our website guru and asked for the following to be included in this month's letter:

## Website – our marketing and communications tool

Our website is a store front where specialty breed curious folk get the info they will use to decide between Red Devon and other specialty breeds; where those with dairy herds looking for a bull can check in to learn more about a particular stud; and where we as breeders go to advertise or seek stock available for trade.

The website also serves as a source of expert advice and reference for our members, with (perhaps tedious but certainly necessary) content like the rules and bylaws, the standards of excellence, and (more interestingly!) links to other associations in other countries.

Further, the website is also a resource for members to support our community. You are encouraged to review newsletters now posted to the website as well as emailed, or catch up with other members by using their contact information listed on the website.

The website has to fulfil so many roles for so many people! It's great to have a shiny new site, but like anything new it will take some getting used to and will get even better over time – if everyone helps to suggest updates and identify edits. I'm the person you email with those suggestions. Please send comments, suggestions, and corrections (there will always be typos, let's not live with them!) to me at [danielleboven@gmail.com](mailto:danielleboven@gmail.com)

But more relevant to the upcoming season of sales, here is all that I need from you to post stock for sale on the website:

- The title you want on the red bar
- Breeder name – which we currently equate to seller, you, but if these differ please specify both!
- Description, including price, how to reach you, and your name

Further info that will help the buyer assess your offer (they can search and sort by this info!) which we'd prefer to get for each listing includes

- Stock class: male registered for breeding; or female registered for breeding, or other
- Stock type: 1,2,3 year old bull, heifer, cow, or steer
- Herd numbers – which enables buyers to check genetics
- Photographs are recommended

If you don't provide an image there is a default stock outline shape, which certainly does not qualify as exciting. You can provide an image of the stock, the farm, or a logo.

If you do not list you may never know what you missed! Well, actually, I will be watching the website traffic to track the impact of advertising efforts so I may be able to tell you what you missed, but that is not going to be a good feeling, so send me that info and miss nothing. Also let me know if you want a sale notice sent out to members alongside the listing.

### **New members**

We welcome two new members Shan Ali from Auckland who purchased some cattle from Alan and Joy Hargreaves and Jarrod and Amanda Sircombe who purchased some females from Jill Dirksen and has bought bulls from me in the past. They farm a large property on the Takaka Hill, Motueka and are welcomed as a further presence in the South Island.

### **A few reminders**

Entries for the dairy beef progeny trials close July 30 so you are running out of time if you wish to enter a bull for this.

Your ADL (animal disposal list) is due no later than 7 August. This is used to generate your dam fees for the coming season, you will be charged for all animals on your register as at 7 August so get your return in on time.

### **Tilbrook Ruby**

We have been advised that semen from Tilbrook Ruby has recently been imported for use in NZ. Council has not had a request to approve this bull and we assume it is not one of our members. Council will look into the pedigree of this bull but be warned at this stage that progeny of this bull may not qualify as fully registerable due to an infusion of Saler in previous generations. This bull will be a test case for discussion at our next council meeting.

### **Millstone matters**

We have now had a full year at our new property under the ranges at Ashley Clinton, Waipukurau and it has been a challenging one. Following last years drought we took on the farm with little feed and empty dams. A dry spell this summer was compounded by the fact the water table was still low and the dams once again went dry. Luckily half the farm is reticulated and we have good creeks but the effects of two poor seasons can be seen in the two year old cattle, bulls are 150kgs lighter than normal at 600days but heifers and cows have coped well.

Cow scanning this autumn saw 26 of 26 heifers in calf and only 3 dry from 105 cows despite the difficult conditions. After culling some old girls and poor performers we will calve 107 this season, the dams are now overflowing and things are looking better this season.

Regards  
Heughan Gordon  
Chairman

## COUNCIL:

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### Secretary

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## Members List

([click](#) [here](#))



## Important Dates to Remember

30 <sup>th</sup> April	Membership Subscriptions Invoiced
30 <sup>th</sup> June	ADL's sent out
30 <sup>th</sup> July	ADL's must be Returned (no Cow Credits for ADL's returned after the 15 <sup>th</sup> August)
10 <sup>th</sup> August	Calf Entries sent out
30 <sup>th</sup> September	Annual animal pre-list dam fees invoiced
<b>May 2022</b>	<b>AGM</b>
31 <sup>st</sup> December	Balance Date; end of financial year
31 <sup>st</sup> January	Calf entry sheets cut off
2 <sup>nd</sup> of every month	Group Run Cut off for the performance recording reports

**[www.reddevoncattle.co.nz](http://www.reddevoncattle.co.nz)**