Dear [new member]

Welcome to the New Zealand Red Devon Cattle Breeders Association. The Association is a group of active and former breeding members whose objective is the improvement and promotion of the Red Devon breed.

This letter is meant to highlight practices of the Association and comes along with additional documents about the process of stud breeding for future reference.

The recently updated website www.reddevoncattle.co.nz contains much useful information as well as instructions for Breedplan, breeder lists, data submission and stock wanted/for sale pages. Additionally, breeders are entitled to a free page on the website to promote their stud.

The Association uses Breedplan for performance recording and processing any weights and measurements you provide, and we encourage members to make use of this facility. We also have a facility to record and share DNA data. DNA sampling is not compulsory but it is strongly advised for herd sires.

Your Association undertakes advertising both online and in rural magazines to promote the breed. We cooperate with breed societies worldwide. The association is also a member of Performance Beef Breeders (PBB NZ) which is an umbrella organization of NZ breed societies set up to share administrative and general costs more efficiently

 Many of our members have extensive experience with cattle and undertake Red Devon breeding for commercial purposes, or as a retirement hobby. Other members come more recently to cattle ownership. New members are similarly diverse, and have a variety of expectations from their membership in the Red Devon Association. An important way for us to meet your expectations and welcome you to the community is to complete a member profile and connect you with one of our members. Let me know if you do not have someone contact you about this and I'll ensure you get help completing the member profile. Feel free to contact your council members or our secretary if you require advice or additional information.

Yours sincerely

Heughan Gordon, President