

New Zealand

RED DEVON

Cattle Breeders Association

Newsletter 🌸 August 2022

Giddy

With winter all but behind us now we are looking forward to spring moving in. We have seen a very wet winter here in the Nelson/Tasman region which was topped off by the extreme rainfall event we saw a couple of weeks ago. There has been extensive damage all over the district and we have a couple of nasty slips as well as damaged roads and fences as a result that will need some fixing.



Our cattle here at Kairuru on the Takaka Hill have wintered well despite all the wet. The mixed age cows are run out on our back country through the winter months cleaning up old pasture. This is a harsh environment for a cow grazing up to 1000 meters above sea level on very cold steep country. This is where we found the Red Devon to really thrive for us being able to handle this environment and come through winter in good condition having lived on a diet of mainly rocks and scenery.

With calving underway for many people now here is hoping to some good spring pasture growth to really get those calves growing.



Jarred Sircombe,
Member of Council

Marketing efforts underway

Maggie Hutchinson and Jarred Sircombe are leading marketing efforts this year and as a result have advertisements in both the Dairy Exporter and Farmers Weekly magazine targeting bulls for the dairy sector. This is a similar approach to what was done at this time last year and hopefully we can get a bit of continuity going and raise breed awareness.

Planning is also underway for a marketing push towards commercial beef operations of all sizes. As the Red Devon is a traditional beef breed we need to be promoting the breeds attributes to once again raise awareness and try and get it amongst more commercial beef operations.

If anyone has any other ideas they wish to discuss regarding marketing please get in touch with either Maggie or Jarred.

Red Devon pricing sheet?

Buyers are continually requesting that prices be listed with adverts, and they explain that this is because they do not want to waste anyone's time in placing calls that will not lead to transactions.

Many of the adverts showing on the website now have some price indication. And the Council reports transactions that are advised in the newsletter. But there are clearly far more transactions than are advised, and it may be that transactions which replicate recent numbers or are at the 'standard price' to regular traders seem to not be worth reporting. Plus prices do fluctuate over time and season.

Countering that, we have some members who rarely trade stock and are not aware of the 'standard price.' Plus, the entire idea of having registered stock argues that the value of the stock should not be so influenced by seasonal and market fluctuations, but instead be based on the value of the genetics of that stock.

There is an attempt underway to build a standard pricing sheet, with ranges set by recent transactions and offer prices. Please forward the ranges you work with, or respond to the ranges we will share in the next newsletter. Price indications have been seen on some Members' websites, so ensure those are up to date as we will be making use of that data, and appreciate your sharing information to help transactions move along in the market.

The Council continues to support the market by sharing data on pricing, anonymously. In the recent period we have been advised of a yearling bull trading at \$1800 +GST. Please advise the value of recent transactions by contacting Dirk or any other member of Council.

Welcome to new members

Welcome to new members Wainui Red Devons, based in the Bay of Plenty near Opotiki. We hope to be able to introduce you to the membership in the next newsletter, send us pictures of your location or stock!

Transport to South Island

Increasing membership and interest from the South Island has led to more and more frequent transportation arrangements between the North and South Islands.

Member Don reports that transport operator Downlands has a base at Feilding in the North Island and Geraldine in the South Island and they have successfully shifted Red Devon for him. He also advises of another transport operator called Stockline which is also based at Feilding with a South Island base at Blenheim.

Member Dirk advises that he is organising an early November transport from North Island to Rakaia in the South Island. Interested members should contact him for coordination assistance if they might also shift stock at that time, and we will seek to provide advance details in the next newsletter.

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Members

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List



Important Dates to Remember

30 th June	Animal Disposal List (ADL) sent out
30 th July	Deadline to return ADLs, by post or email to Linda Rule at PBB lindar@pbbnz.com Please note no cow credits for ADL's returned after the 15 th August
10 th August	Calf Entries start
30 th September	Annual animal pre-list dam fees invoiced
31 st December	Balance Date; end of financial year
31 st January	Calf entry sheets cut off
30 th April	Membership Subscriptions Invoiced
May 2023	AGM
2 nd of every month	Group Run Cut off for the performance recording reports

www.reddevoncattle.co.nz