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Ian Locke on the microphone.



Ian & Diney Locke, Prof Steve Miller (with son Seth) from Canada & Doc Hunsley at Kruger National Park.

Interested readers can find the two Locke papers for South Africa available at

www.wirruna.com

- *Selection for Economically Important Traits*
- *Moving towards a more sustainable beef production system*

EDITORIAL

The last 12 months have been a very busy one for us all at Wirruna Poll Herefords. Both our Spring 2012 and Autumn 2013 sales were among our strongest ever results and I am hearing lots of good stories on how the bulls and sale breeders are performing in clients herds. The common theme being that the bulls keep improving in their new home, not go backwards, as can be the case with over pampered bulls. Long term clients are telling us of good calvings, improving carcass traits and low fuss easy-doing progeny.

Speaking engagement in South Africa

Two major highlights for the year for Diney & I were two overseas trips. South Africa in October and then England in May 2013. I was asked by Dr Mike Bradfield of South Africa to deliver two papers to the Aldam Stockman's School which is a 3 day workshop held annually for Beef producers. It is convened about 225km south of Johannesburg in Orange Free State region on the Highveld, which is the portion of South African inland plateau which has an altitude above approximately 1500m. With over 200 attendees, the Stockman's School is a highly successful event. A highlight is a session firstly assessing the conformation and carcass traits on live cattle with Dr Roger (Doc) Hunsley from the USA on day 1, which are slaughtered elsewhere, and then boned out on-stage on day 3 of the workshop. Cuts are individually weighed and then compared back to the previous live animal assessments.

Doc Hunsley has written many books on judging and is a world expert on carcass evaluation. Some people in Australia may have attended Doc Hunsley's Feeder Steer Schools in Armidale in the late 1980's. He was recently inaugurated in the Cattleman's hall of fame in the USA.

BREEDPLAN® was introduced to Southern Africa a little over 10 years ago, and with the expert guidance of Dr Mike Bradfield it has gained about a 40% share of the genetic evaluation market. With Wirruna's long history of performance recording, Michael thought it would be useful for South African breeders to hear of our experiences of utilizing BREEDPLAN® as a key breeding tool.

The dedication of some of the performance recorders in Southern Africa was impressive, apart from having to muster cows in at night so the leopards don't eat their calves! Breeders like some Namibian Brahman breeders I met had the knowledge and advanced use of BREEDPLAN® that would put many Australian Hereford Breeders to shame.

Before and after the Stockmans school we were kindly hosted around numerous beef operations and spent a memorable 4 days at Kruger National Park with the other overseas speakers.

We saw more Elephants than Herefords. Nevertheless, this was an excellent trip with great people, terrific hosts and very friendly South African beef producers. There

is no doubt that beef producers across the world have a lot in common. A great trip!



Doc Hunsley with his carcass session.



Australian Hereford Breeders should consider becoming EU accredited suppliers.

The current mid-July feeder price at JBS Riverina Feedlot of \$1.85/kg sees a significant 30 cent premium for the same cattle, but accredited for EU, at \$2.15/kg.

The Hereford Bull Painting behind David & me was only uncovered from the cellar in Hereford House in 2012 and now takes pride of place in the Board room.

It turns out to be over 100 years old. The Bull depicted was owned by the Royals, Windsor Castle is seen in the background.

Vale Jack Henry 26/7/13



It has been sad news to hear of the passing of Jack Henry at Tamworth after a long and courageous battle with cancer.

Jack was a beef industry stalwart and was an innovative thinker for the performance cattle industry. He gave me lots of encouragement and was a good friend. Lots of Jack lives on at Worrana where he ran four Helmsman sales from 2007-2009.

EDITORIAL CONT.

Trip to England

With our No. 1 son doing a gap year in the South of England and Worrana Daffy DI semen being marketed in the UK and EU; we took the opportunity to visit numerous cattle breeders, including Herefords, around England. We also attended the British Beef Expo, an annual event held by the National Beef Association, in Malvern, Worcestershire. This included seminars, an industry dinner, trade stands, Breed society stands, butchery demonstrations, cattle judging and farm tours. This involved a tour with local producers around Herefordshire and we visited three beef properties. For a quick trip, this gave us an excellent insight into the Beef industry in the UK.



Visit with David Prothero (Breed Secretary - Hereford Cattle Society UK) at Hereford House, Hereford, Herefordshire.

While not a definitive list, these are my impressions:

- The native British breed such as Shorthorn, Angus & Hereford are not populous and in one case, someone referred to them as rare breeds.
- The most populous purebred breed in the UK, is by far, the Limousin with 30% of the registered market. It is further estimated that some 75% of all beef cattle in the UK carry a percentage of Limousin genetics.
- Most commercial beef producers have a mixed breed 'suckler herd', typically a dairy cow (Holstein) x British Blue (prominent double muscling like Belgian Blue) maternal herd – with a Euro breed, such as a Limousin or Charolais crossed terminally over that.
- The muscle in some of the Euro & Blue cattle we saw had to be seen to be believed – extreme muscle. Makes me wonder what other traits they have forgotten about in their drive for such muscle.
- It seems that over the decades, the UK beef market, predominantly controlled by big supermarkets, paid for yield, and basically only for yield! There has been not much thought of beef quality. In fact, only about half the male progeny are sold as steers, most are grown out bulls, benefitting from extra growth & yield via testosterone.

- I found it difficult to get a steak that was a satisfying beef meal in the UK.
- In recent years, in response to the power and price softening caused by large supermarket chains, the appearance of Farm shops and some branded beef products have begun to emerge with a greater eye on quality for their direct consumer.

Many of you would have heard in recent times, about the "Horsegate" scandal which erupted earlier this year in the UK. Beef Burgers tested in Ireland found horse DNA in one third of them. In one beef patty, 29% of the meat was horse. Furthermore, 85% of the beef burgers contained traces of pig DNA with obvious ramifications for those who cannot eat pork for religious reasons.

It was found that meat from parts of northern and eastern European processors were mixed with British beef. The fact is that the big retailers, like Tesco's, were found not to be in control of their food supply systems and this has seen significant consumer backlash.

From the ashes of this fiasco, rises a significant opportunity for the Native breeds like Hereford. Retailers are hurrying to assure pure British Beef pathways to their beef customer. Branded Hereford Beef Schemes are gaining popular acceptance and premiums back to the breeders using Hereford Bulls. Companies like Dunbia (Co-operative Food Outlets), Dovecote Park (Waitrose supermarkets) and Morrison's are offering significant premiums for Hereford sired cattle.

There are many other issues affecting beef production in the UK. The eradication of TB, thought to be spread by the protected Badgers. The level of agricultural subsidization and the reliance on such, when the EU just can't afford it anymore, are all impacting on the ability for UK Beef farmers to make a living. Nevertheless, for Hereford Breeders, there is a resurgence occurring and a significant opportunity exists to carve out a market share based on quality beef and

'because its British!'. I find it fascinating that the British breeds have made it to most 'corners' of the globe and dominated beef quality markets, but in the UK, this seems to be an emerging story.

Diney with Stan & Helen Quan, Border Herefords, Herefordshire. A committed Performance recorder.





Do EBV's WORK?

(An assessment of longer term change in phenotypic performance in the Warruna Poll Hereford herd)

WARRUNA POLL HEREFORDS have been involved in performance recording for over four decades and was involved in the initial validation of BREEDPLAN®. In the early years of BREEDPLAN® we measured growth traits, then in the early 1990's we measured carcase traits. Marbling (Intramuscular Fat Percentage) measurements began in 1998. Over time a range of Growth, Fertility and Carcase EBVs were calculated with 17 EBVs now published for Herefords. More recently, Trial EBVs for docility, structural traits and feed efficiency have been investigated and introduced in some breeds. The economically important traits measured by BREEDPLAN® currently include:

years, the Champion Hereford Bull of 1960 has been dramatically changed to those of the 2000's.

Too often, the efforts of some in the seedstock sector are to change the genotype of cattle to chase the latest fad or fashion in cattle, often via selection for a single trait such as animal size. This was often further encouraged in the judging rings where in the 1960's smaller cattle were promoted for their smaller beef cuts suiting the 'modern' housewife. The big framed and leaner cattle of the 1990's were pushed with claims of maximum feedlot performance and efficiencies on kill floors with greater

BREEDPLAN® Traits

GROWTH	FERTILITY	CARCASE	OTHER
Birth Weight (BWT)	Scrotal size (SS)	Carcase weight (CWT)	Docility
Growth -200 Day Weaning (200D)	Days to calving (DtC)	Fat depth – Rump (P8F)	Net feed intake
Growth -400 Day Yearling (400D)	Gestation length (GL)	Fat depth – Rib (Rib)	Flight time
Growth -600 Day Final (600D)	Calving ease-direct (CE-dir)	Retail beef yield (RBY%)	Shear force
Maternal (Milk)	Calving ease-daughters (CE-Mat)	Intramuscular fat (IMF%)	Conformation
Mature Cow Weight (MCW)			

Table 1

An important development, was the introduction of the BREEDOBJECT® \$Index that applied various weightings to the EBVs to give a single EBV that reflects the genetic value of the animal in dollar terms and animals can therefore be ranked on potential profit.

Having been involved in this exciting development and maturity of this genetic technology, I thought that it may be a good time to reflect on what has happened to the phenotype of the Warruna cattle since that time. When I talk to the geneticist about doing this, I am seriously cautioned about the pitfalls of trying to extract genetic lessons from information that is so swamped by environmental factors. Things like seasonal, stocking rate, different management regime and pasture base changes all confound the results. But as my data is now reasonably long term, I thought that this would be a good exercise to assess the trends over the years, averaging out some of the environmental influences..

We know that we can change animals over time with genetic selection. In 40

carcase weight and less fat trim. For me, in our cattle production environment, the optimum is somewhere in between these extremes.

In breeding there are many trade-offs where breeding for one trait can have adverse consequences on the other. Leading seedstock producers will be concentrating on making genetic improvement for a large range of traits simultaneously, with the relative importance given to each trait determined by the influence that the trait has on the profitability of the beef enterprise.

The important message is to develop a deep understanding of the factors that drive profit in your beef enterprise (and that of your clients) and to use the tools available that can, on balance, improve the genetic traits that influence these economic factors. Warruna have been dedicated to using EBV's, the question is... "Has using EBV's to improve the genotype, changed the phenotype to be a more profitable animal?" The following analyses attempts to answer that question.



Champion Bull 1960



Champion Bull 2001



Do EBV's WORK? CONT.

Analyses of Wurruna Trends

Table 2 compares the change in the various traits measured at Wurruna to the average annual change in EBV for that trait. As an example, at 600 day weighing the long term annual increase in weight (adjusted to 600 days) is an extra 2.77 kg/year over 22 years. The phenotype has got heavier at the same age. Concurrently, the EBV for 600 day weight has also increased over that time at an average rate of 2.46kg/annum. In other words, the genotype is evaluated to be heavier at 600 days. I have given the Genotype/Phenotype linkage 3 ticks as the improvement in genetics is well reflected by the improvement in animal performance at 600 days.

the genetic differences over time are not being expressed. Note that where the R^2 figure is low, this indicates that factors, other than genetics, such as management and environment, are also at play.

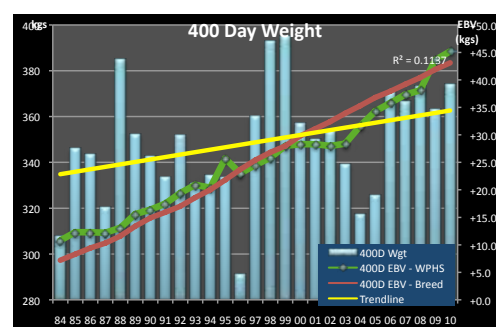
In the graphs that follow, the light blue bars show annual phenotypic observations (adjusted for age, etc), the yellow trend-line averages out the phenotypic observations, EBV trends for Wurruna are green and EBV trends for the Hereford breed are in red. These graph help demonstrate analyses undertaken in table 2.

Analyses of changes in phenotypic and genetic traits - WPHS							
Trait	No. Yrs Analysed	Slope of Trend- line		EBV Change/Yr		Geno/Pheno linkage	R ²
		Phenotypic change/Yr	Units/ year	Genetic gain/yr	Units/ year		Goodness of fit
BWT	26	0.14	kgs	0.07	kgs	✓	0.2
GL	17	-0.09	days	-0.09	days	✓✓✓	0.07
200D	28	0.02	kgs	0.71	kgs	××	0.01
400D	27	1.07	kgs	1.33	kgs	✓✓	0.11
600D	22	2.77	kgs	2.46	kgs	✓✓✓	0.45
MTW	24	0.87	kgs	1.79	kgs	✓	0.11
SS	24	0.07	cm	0.11	cm	✓✓	0.26
DtC	21	-0.56	days	-0.17	days	✓	0.64
EMA	23	0.14	cm ²	0.06	cm ²	✓	0.04
Rib	23	0.04	mm	0.01	mm	✓	0.19
IMF%	14	0.04	%	0.04	%	✓✓✓	0.35

Table 2

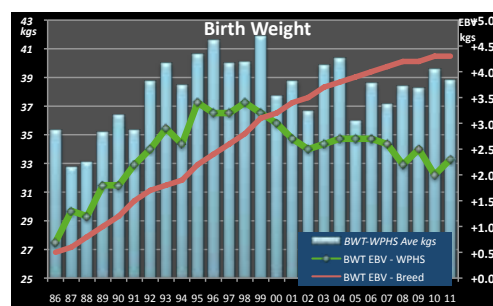
If I focus on 200 Day weight performance, on the other hand, there is not a good relationship between how the animals are performing genetically and actual weaning weights (Geno/Pheno linkage = ××) over the last 28 years. This clearly demonstrates the point that in a normal farm production system it is difficult to pinpoint the influence that genetics has over actual animal performance.

In 1994, when I returned to the family farm, we ran 13,000 DSE, including 240 breeding cows, 50% Autumn, 50% Spring calving. Weaning typically occurred at 8 to 9 months of age. In 2013, the stock carried has increased by 70% to 22,000 DSE, we calve 600 breeding cows in Spring only and weaning occurs at 5-6 months of age. This demonstrates a significantly different beef cattle production system today where changes in management, pasture base and stocking rate are influencing weaning weight in different ways. To such an extent, that



It is important to point out that year to year the phenotypic trends can vary because of environmental influences such as drought, changes in stock rate or management regime. Nevertheless, over the longer term, this analysis shows the trend in phenotypic improvement for 400 day weight. At 1.07kg/year improvement, the yellow trend-line reflects a 29kg improvement over 27 years at 400 days. At the same time, the 400D EBV has increased by around 36kg.

While we could lighten off stocking rate or plant more productive pastures to improve the measured animal performance (phenotypic performance) at 400 days. The cost of these strategies must be considered. Meanwhile genetic gains can be acquired at low cost, they are permanent improvements and are cumulative.



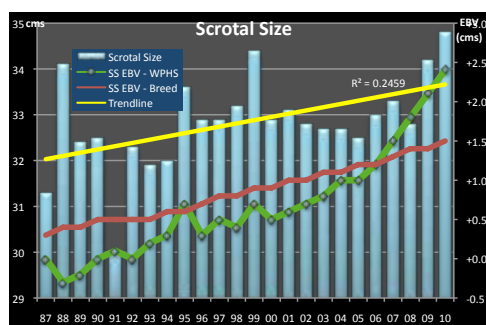


Do EBV's WORK? CONT.

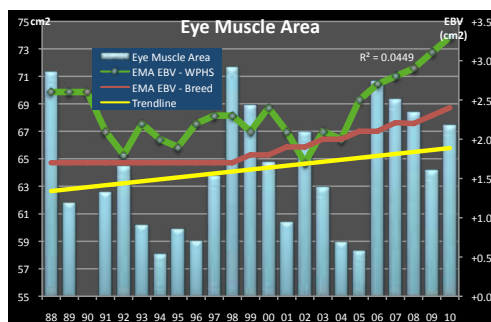
When I took control of the management of the herd in the mid-1990's, birth weights and the associated dystocia were unacceptably high with heifer calvings problems in excess of 15%, and worryingly a lot worse in bad years.

The previous graph clearly reflects our using lower BWT EBV bulls to bring down birth weights and have held average birth weights to below 40 kgs ever since. What this graph doesn't show is that in 1997 we shifted the Autumn calving herd into Spring. Given the Spring herd had an average birth weight of 4.5kg greater than the genetically equivalent Autumn calving herd, this reflects that average birth weights have been effectively dropped by more than shown if things remained the same.

There has been a decline in the Warruna birth weight EBV over the last 20 years, and dystocia in heifers now averages well under 5%. The breed, however, has continued to track to higher birth weights.

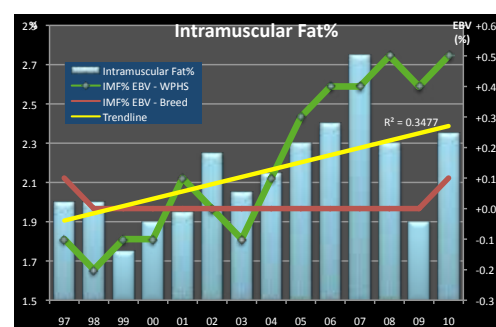


Scrotal size (SS) is an indicator trait for male fertility and positively associated with female fertility. Actual scrotal measurements at 400 days have increased by about 1.7cm over the last 24 years. Likewise this is genetically supported by the improvement in Warruna average SS EBV over that time from 0 to +2.5; achieving a faster improvement than the breed average SS EBV.



Both the EMA EBV and scanned Eye Muscle Area have trended up for Warruna herd over

the last 23 years, but with large variations in individual years. The fact that bulls were scanned in two calving groups of maybe 30 in the early days, and now Heifers and Bulls are scanned in large contemporary groups of around 200 now reflects a completely different set of influences. Nevertheless, the trends confirm that genetics are playing a role, improvements in muscularity is occurring. Even under significantly higher stocking rate pressure.



Likewise, marbling scans and the IMF% EBV are also trending upward in the Warruna herd over the longer term. With reference to table 2 again, over the last 14 years scans have increased by 0.04% intramuscular fat and the EBV as increased by an equivalent amount per year showing a good linkage between the genetics and the phenotype.

Conclusions

I believe these graphs clearly demonstrate that selection on BREEDPLAN® EBVs works.

The Warruna phenotype is slowly changing over the time as we make genetic progress over a range of traits. When compared to their ancestors 3 generations ago:

- The cattle are growing faster at 400 & 600 days, starting from a lighter weight at birth.
- The bulls have larger scrotal sizes indicating higher male and female fertility.
- The cattle have larger eye muscle area and improved intramuscular fat at scanning at 400 days

With these improved traits, and others not covered in this article, these cattle offer more profit potential than previous generations.

Our experience at Warruna Poll Herefords is that we have selected on EBVs in balance to move a number of traits concurrently in the desired direction (as opposed to single trait selection) and the phenotypic results clearly reflect these desired trends. The trends show that genetics are playing a significant role.



Wirruna Poll Hereford Stud

IAN & DIANA LOCKE

"Spring Valley"

Holbrook NSW 2644

ph. 02 6036 2877

fx. 02 6036 3060

mb. 0408 637 267

email locke.ian@bigpond.com

Website www.wirruna.com



Jul 2013 GROUP BREEDPLAN EBV's

Tag No	Animal Tag	Sire	CALVING EASE				GROWTH & MATERNITY		
			CED	CEM	GL	BW	200	400	600
G87	Wirruna George G87	VALB45	+0.5	+2.4	-2.1	+4.0	+27	+55	+78
G134	Wirruna Gabu G134	Wirruna Cheviot C280	+4.7	+0.5	-5.4	+2.6	+32	+61	+82
G152	Wirruna Gaylord G152	Wirruna Daffy D1	+4.5	-1.5	-2.2	+3.6	+32	+58	+74
G171	Wirruna Geelong G171	Wirruna Daffy D1	+2.7	+0.9	+0.8	+4.4	+35	+55	+76
G205	Wirruna Gidley G205	SBPY781	+4.0	+3.6	-1.9	+3.9	+34	+59	+81
G465	Wirruna Gardner G465	Wirruna Evan E209	+0.2	+0.9	-1.9	+4.6	+36	+61	+83
F135	Wirruna Favourite F135	Koanui Rocket 0219	+3.4	+4.7	+0.2	+3.9	+36	+59	+85
F191	Wirruna Flannigan F191	SB Wallace 2	+2.4	+3.5	-1.2	+4.0	+37	+54	+82
F195	Wirruna Filmer F195	Koanui Rocket 0219	+1.3	+6.6	+3.1	+4.7	+34	+64	+90
F214	Wirruna Fletcher F214	QP Stockmaster Y118	+4.6	-0.3	-5.0	+4.7	+42	+61	+80
F382	Wirruna Fort F382	SB Wallace 2	+6.3	+3.7	-2.4	+1.2	+30	+48	+66
Breed Average 2011			-0.4	+0.8	-0.1	+4.3	+28	+44	+63

Improve your beef herd profitability with Wirruna Poll

☒ Disciplined Approach to Breeding

All cows must raise live unassisted calf at 2 yrs and rejoin

☒ High level Performance Program

*All cattle assessed in large management groups and run
Recognised as one of the leading Breedplan performance*

☒ Breed leading genetics

All 2011 Wirruna born calves average in top 10% of the b



Wirruna Semen Sires

Young Guns

														Black highlight: Ranks with top 5% of breed
														Grey highlight: Ranks with top 20% of breed
GENERAL		FERTILITY		CARCASS DATA EBV's						\$INDEX VALUE				
MCW	Milk	SS	DC	CW	EMA	Rib Fat	P8 Fat	RBY	IMF	SM	Grass Fed	Grain Fed	EU Index	Semen Price/straw
+68	+13	+2.6	-	+47	+3.4	+1.3	+1.9	-0.7	+1.8	\$97	\$98	\$120	\$101	\$50
+84	+8	+2.5	-	+63	+5.6	+0.8	+1.0	+1.2	+1.0	\$106	\$107	\$120	\$121	\$50
+53	+7	+4.4	-3.1	+65	+9.1	+1.0	+0.8	+2.8	+1.2	\$110	\$115	\$136	\$125	\$50
+47	+11	+3.8	-	+61	+8.0	+2.1	+2.1	+1.2	+2.0	\$112	\$117	\$145	\$118	\$50
+70	+15	+2.9	-4.1	+55	+4.0	+0.6	+0.7	+0.8	+0.9	\$106	\$107	\$122	\$120	\$50
+65	+11	+2.2	-	+58	+6.9	+1.1	+1.3	+1.3	+1.5	\$102	\$100	\$122	\$107	\$50
+79	+22	+2.7	-2.8	+56	+3.5	+0.5	+1.4	+0.9	-0.3	\$104	\$100	\$100	\$122	\$40
+62	+21	+2.3	-2.2	+54	+2.7	+0.6	+0.5	+0.3	+1.1	\$100	\$96	\$114	\$106	\$40
+82	+18	+3.3	-2.5	+58	+4.3	+1.1	+2.2	+0.2	+0.8	\$110	\$107	\$118	\$120	\$40
+62	+11	+1.4	-3.5	+55	+3.7	+1.4	+1.8	-0.7	+2.2	\$102	\$103	\$129	\$104	\$50
+34	+17	+2.8	-3.4	+56	+6.4	+1.1	+1.3	+1.1	+1.5	\$107	\$112	\$134	\$114	\$50
+61	+13	+1.4	-1.8	+38	+2.8	+0.2	+0.2	+0.8	+0.0	\$65	\$59	\$65	\$73	+ GST

l Hereford genetics

in annually in strict 6 week joining period to remain in herd

at high stocking rates to screen commercially acceptable genetics
recorded herds in Australia

breed for all \$Indices and top 5% for Grass-fed & Grain-fed \$Index



WIRRUNA STEER AWARDED CHAMPION

A Wirruna bred steer was awarded Champion in the purebred, all breeds Virtual Taste Test at the Sydney Royal Easter Show this year. Raised and pampered by the girls at the Frensham School at Mittagong, Wirruna Gaucho G209 (aka 'Simba' by Kidman The Don) attained the highest score calculated from the carcase's Meat Standards Australia (MSA) grading assessments.

He first won his Heavyweight class of 23 steers and then rained overall champion over the other classes of some 230 steers exhibited in the school and open purebred steer sections. Interestingly, the second placed steer in his class, was also a Wirruna Steer, Wirruna Granya G237 (aka 'Goofy' by Banemore Northend A024) and he had the 3rd highest Virtual Taste Test Score of all the purebred steers, not far behind his Champion colleague.

Over the last couple of years, Wirruna have been delighted to be helping out the Frensham school by providing a few steers for the girls to mesmerize for their show cattle program. The girls, including our daughter Annabel, learn to feed and lead the steers as an extra curriculum activity. They generally exhibit at the local southern highlands shows and then the steers have a final outing at the Sydney Royal Easter Show culminating in a carcase competition. As you can imagine this final stage can be a little heart-wrenching for the girls involved, but it is an important reality in the beef industry, that at some stage the steers all become a beef meal!

It was a nice and unexpected surprise for us at Wirruna and for the Frensham school to be awarded the Virtual Taste Test award. It is arguably one of the most important awards in a beef competition! Nevertheless,



Annabel Locke, with partner in crime, Jessica Alker accepting the The RAS Perpetual Consumer Trophy (NSW Meat Authority), for the Champion Virtual Taste Test Carcase, donated by Mr John Carter.

I believe I would be on very shaky ground to claim any sort of genetic coup here. Especially, as I have always been of the opinion that "the day you see Colonel Sanders wandering around the Royal Show Chook-shed looking for the next breed of meat chicken for his KFC franchise, is the day we can start to take away the beef industry related signals from the cattle show-ring."

Having said that, it is always great to see the school students, from all walks of life, learn to appreciate cattle and bring them all a little closer to why we as producers also love our cattle. The schools steers program is an important learning exercise that can help a new generation transition into the cattle industry.



Rennylea
creating your future in beef



Bull Selection Workshop

Where: TA Field Estates
"Congi" Woolbrook NSW

Time: 8.45 to 4.00 PM
Date: Wednesday, 12th February 2014

SAVE THE DATE





CONGRATULATIONS TO CSU MEAT JUDGING TEAM

The following article is contributed by Mikhalla Middleton, a member of the Charles Sturt University Intercollegiate Meat Judging Team. The team had a highly successful outing at the recent National meat judging competition held in mid-July 2013, achieving the title of Runner Up overall Champions.



The CSU team after the awards

Over the years, Wirruna have provided support to CSU in various ways to encourage young and well educated people into agriculture. It is excellent to have these enthusiastic students on a pathway into the meat industry.

The 24th Australian Intercollegiate Meat Judging (ICMJ) competition was the largest and closest competition in the history of the event to date. The 2013 event was held in Wagga Wagga, and was host to over 120 students from nine universities across Australia, as well as five international teams from the US, Indonesia, South Korea, Japan and Pakistan. Each team was ultimately competing for the Royal McDonald Shield, sponsored by Meat & Livestock Australia.

The home turf Charles Sturt University (CSU) Wagga Wagga team was the highest scoring Australian team, missing out on the national title by just one point behind the Kansas State University team from the USA.

For those unfamiliar with the competition, the ICMJ university competition and training course is an annual event that aims at exposing and encouraging students to pursue careers in the meat industry. Throughout the week, students participate in a variety of workshops, learning about the fundamentals of meat quality, carcase/meat identification and market specifications. In addition, a number of special guests are invited to speak to the students about their involvement and successes in the meat industry.

As a fourth year veterinary student at CSU, I am particularly interested in working in the livestock industry. I decided

to compete in the competition this year to expose myself more to the meat industry and develop a network of industry related contacts. I found the week to be extremely valuable and I thoroughly enjoyed myself.

I was lucky enough to be a member of a fantastic team with exceptional coaches who helped us achieve many awards including overall runner

up (by one point), champion team in retail cuts and primal identification, champion team in pork carcase evaluation, along with several team runner up awards and individual champion awards. In addition, four CSU Wagga Wagga team members including myself were fortunate enough to be selected in the top 10. In August, we will all travel up to Brisbane to train for a week with the Australian meat judging coaches, learning more about the Australian meat industry as well as about the USA meat grading system. Five students will then be selected to travel to the USA for a month to represent Australia in several meat judging competitions.

This year Wirruna Poll Herefords was a generous sponsor of the CSU Wagga Wagga team. "The entire team and coaches greatly appreciate their support and wish to extend their gratitude. The week would not have been possible for us without the support from our fantastic sponsors."



By Mikhalla Middleton



SIRE PROFILE:

G171
Wirruna Geelong G171

- ☒ Top of the drop Daffy son - Phenotype + Performance
- ☒ Exceptional carcase and meat quality traits - EMA & IMF% EBVs in top 1%
- ☒ 2nd highest weaning & yearling weight out of 180 bull contemporary group
- ☒ One of the highest Grainfed \$Index bulls in the breed

Birth Date: 15-Aug-11
Society ID: WNAG171
Horn/Scurs/Poll: Poll



**Semen
Price
\$50/straw**

Sire: **WIRRUNA DAFFY D1**

MOUNT DIFFICULT FELLIS Y12 (AI)
MOUNT DIFFICULT TIGRESS U5
MOUNT DIFFICULT EXARCH (AI)
MOUNT DIFFICULT LAST DAY A205
MOUNT DIFFICULT LAST DAY W41
IRONBARK 4-HOT SHOT M428
WIRRUNA VICKERY (S)
WIRRUNA LAST DAY S102
EF F745 FRANK P230 (IMP)
MOUNT DIFFICULT LAST DAY C31
MOUNT DIFFICULT LAST DAY Z113

Dam: **WIRRUNA LAST DAY E163**



Jul 2013 GROUP BREEDPLAN EBV's

Black highlight: Ranks with top 5% of breed

Grey highlight: Ranks with top 20% of breed

CALVING EASE				GROWTH & MATERNAL				
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Mat Cow Weight	Genetic Milk
+2.7	+0.9	+0.8	+4.4	+35	+55	+76	+47	+11
45%	38%	76%	73%	69%	69%	68%	62%	47%

FERTILITY		CARCASE						MUSCLE SCORE
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RBV (%)	IMF (%)	
+3.8	-	+61	+8.0	+2.1	+2.1	+1.2	+2.0	B-
77%		59%	55%	57%	61%	54%	56%	

STRUCTURAL ASSESSMENT							10-Oct-12	Temp.
Front	Back	Front	Back	Front	Back	Front	6-Nov-12	
5	5	5	5	5	5	5	41	2

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$112	\$117	\$145	\$118

Polled Gene	Maturity	EYES	
(48%PP)	Mid	Eye Pigment	
??		3	90/70

"This Daffy son is currently the all-time highest Hereford Bull for Grain fed \$Index."

"This bull pulls it all together, ideal structure, curve-bending growth and exceptional carcase traits. I consider Wirruna Geelong to be the best bull produced at Wirruna."

"With the breed looking to improve carcase traits - This bull offers an exciting opportunity and has been excepted into the Hereford Progeny Test."
Ian Locke



Save the Date!
AUTUMN BULL & FEMALE SALE
12TH MAR 2014

SPRING BULL & FEMALE SALE

28TH AUGUST 2013

62 Bulls have been catalogued for our upcoming Spring Sale at "Spring Valley". Also around 28 PTIC females are offered including 10 as individual registered lots. Catalogues will be out by the second week of August and will include some excellent Wirruna sires and many breed leading genetics designed for the commercial beef producer. The following table shows the various categories of sale bulls offered and previous average prices.

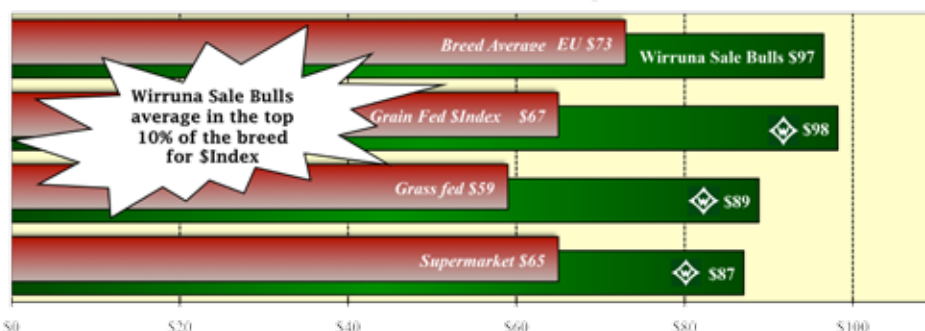
Purpose	Pen No.	No.	Select for ...	Prev Average \$'s 2005-2013
Wirruna Sires	5	8	... trait leading sires used at Wirruna	\$6,964
Growth Bulls	7 & 8	8	... improve growth. High growth EBVs	\$4,134
Muscle Bulls	10 & 11	19	... boosting muscle. High EMA EBV	\$3,836
Specialist Heifer Bulls	1 & 2	19	... ease of calving. Body shape & calving ease genetics	\$4,094
Good Herd Bulls	4	8	... for various breeding objectives	\$3,137
PTIC reg. females	12	10	... high quality females due to calve in Autumn 2014	

Sires represented include:

- GH Adams Target 5S
- Valma Magnum II
- South Bukalong Wallace 2
- Wirruna Callan C26
- Wirruna Dave D101
- Wirruna Echuca E99
- Wirruna Explorer E188
- Kidman The Don Y220
- Valma Merchant
- Wirruna Vickery V16
- Wirruna Daffy D1
- Wirruna Darkie D66
- Wirruna Exeter E184
- Wirruna Esk E193

As you come to expect from Wirruna, we are offering bulls that are genetically superior to breed average and are in their working clothes ready for active service.

COMPARISON OF INDEX VALUES
 Wirruna Sale Bulls vs Overall Breed Average



All Wirruna Sale bulls are independently assessed for structure and fertility including serving ability tests and are backed by Wirruna's guarantee & back-up services. They have been run in a single large management group up until 400 days to best identify the favourable genetics by focusing on the collection of the highest quality Breedplan data.

If you don't normally receive a catalogue and would like one please either ring Ian or fill out the cut-out slip provided and fax or mail to us.

Should you be unable to attend our sale, we do have arrangements such as telephone bidding and placement of pre-sale orders. We are very interested to discuss these arrangements and any other requirements that you may have.

Inspections of the sale bull are welcome anytime by appointment.

Ian & Diana Locke

☐ Please send me a bull sale catalogue:

Wirruna Poll Herefords

FAX: (02) 6036 3060

Email: locke.ian@bigpond.com

Wirruna Poll Hereford Stud
"Spring Valley"
 Holbrook
 NSW 2644

Name: _____ Address: _____

Phone No. () _____ Fax No. () _____ Email: _____

Or ☐ Please remove my name from your mailing list.



Diney & Ian Locke enjoying UK trip to visit son Henry, doing Gap year in Boarding school (pictured) in the south of England.

POSTAGE
PAID
AUSTRALIA



WIRRUNA
poll herefords

Ian & Diana Locke
WIRRUNA Poll Herefords
"Spring Valley"
Holbrook
NSW 2644

Ph 02 6036 2877
Fx 02 6036 3060
Mb 0408 637267
Email locke.ian@bigpond.com

www.wirruna.com