

# MA Manchee Ag

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Yamburgan Durham Shorthorns

MA

MA Durham Tropicals

2011 News

## Welcome

What an incredible start to 2011. It is the time to be in beef with decent falls of rain in the eastern states and remarkably good cattle prices. We have seen cattle prices soar, the au\$ reach polarity with the US\$ and flooding rains.

The Eastern Young Cattle Indicator (EYCI), considered to be the benchmark of Australian cattle prices, reached 425.25 c/kg carcase weight at the end of March, a staggering \$75/head more than this time last year and \$115/head more than 2009.

At the recent MLA Meat Profit Day held in Bingara, Ross Keane, Red Meat Advisory Council, was very bullish on both the domestic and export markets. "All our export is going to countries which are developing so growth is expected". Mr Keane said.



Over the last 10 years Manchee Ag have exhibited 136 steers in 21 different trials to average 2.23 kg per day daily weigh gain.

The industry is also looking good when it comes to Indonesia with a significant increase in this market. Australia is in the box seat with regards to Indonesia as their local government has put a stop to any meat imports from countries with foot and mouth disease which includes Brazil. Considering Australia's proximity to Indonesia and the quality of both our boxed beef and live export cattle, the 'westernising' Indonesian market, which is currently the 4th biggest meat market, has to have huge potential for growth.

The EU market is increasing its quota to 48,000 tons of beef in 2012-2013 for grain fed product with very similar specs to the grass fed EU market. We believe this market will be good competition for the current Japanese market and an excellent market for any Euro x British or full British animal.

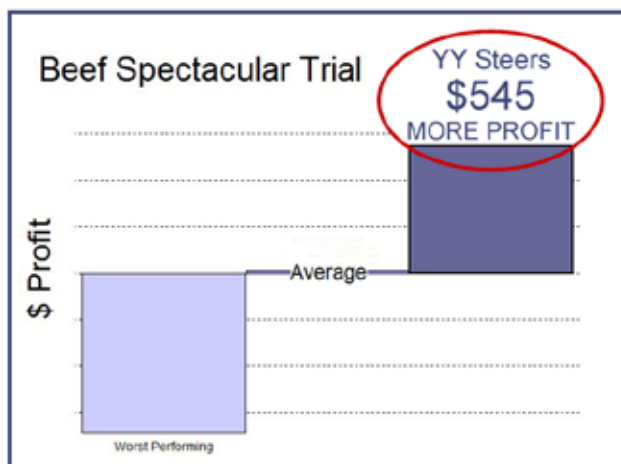


Judge, Andy Withers, John & Liz Manchee and the Grand Champion Bull at the 2010 Brisbane Royal Show Y Posiedon E11.



Apart from the great forecast for the red meat industry there have been some interesting results at Manchee Ag in the last 12 months. September 2010 saw the introduction of the Broughton Park herd, a herd that is leading the breed with Maternal Index's as well as being practical, high performance females. We would like to take this opportunity to publicly thank Glen and Lindley for giving us the opportunity to continue this great herd of females. For more information on the Broughton Park cows please refer to our web site.

The results we obtained in steer trial competitions in the last 12 months has been exceptional. We were Reserve Champion pen in both the 2010 Brisbane Show Paddock to Palate and the 2011 NSW Beef Spectacular Feedback Trial. Again, the Yamburgan steers were the most profitable pen of steers in the Beef Spectacular trial (see graph). There will be more on this later in the newsletter.



Brisbane Show was another outstanding success with Yamburgan winning Grand Champion Bull for the second year in a row with a junior sire. Yamburgan also won the Senior and Reserve Senior Champion bull ribbons. We have a team of 7 picked out for this years Brisbane show team.

The new Manchee Ag web site ([www.manchee.com.au](http://www.manchee.com.au)) sees the launch of a complete online ordering system for purchasing semen at any time. This ordering system is an industry first and with its development comes convenience for customers.

Enjoy,  
John & Liz Manchee



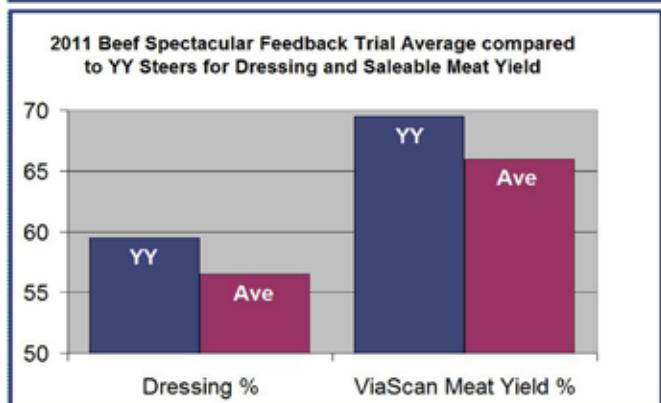
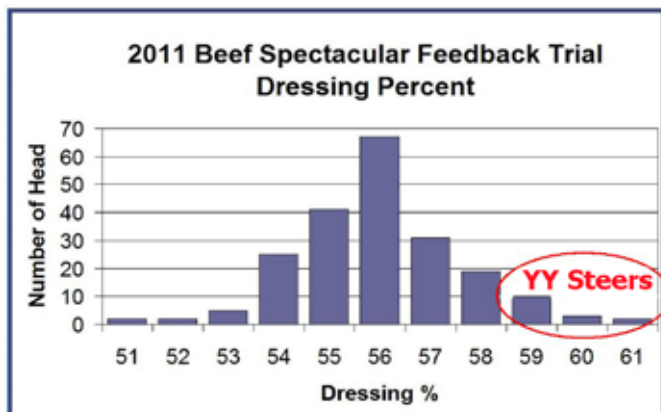
Jon Wright, Coota Park Blue E & Liz at the presentation of the 2011 Beef Spectacular Feedback Trial.

Yamburgan were Reserve Champion pen of steers in the 2011 Beef Spectacular Feedlot Trial held at Dubbo with a purebred pen of Shorthorn steers. Manchee Ag entered two pen's of steers in the competition and were placed 1st and 3rd in feedlot performance with an average daily weight gain of 2.2 and 2.1 respectively.

The reserve champion pen of milk tooth steers were the most profitable pen of steers in the competition being \$545.87 more profitable than the trails average and \$1,200 more profitable than the worst performing pen (see graph on front page). This fact alone describes our main goal.

The Yamburgan steers also had the highest dressing percentage of the trial with steers dressing out at over 61%. Saleable meat yield (ViaScan%) was another strong area with the steers also topping this section at over 71%.

We would like to congratulate Jon Wright for winning the competition with his Blue E (Angus x Shorthorn) steers, some of which were out of Yamburgan females.



### Dedication at Glensloy

"I was involved in the purchase of Y Lockyer 18th. I was keen to try some Yamburgan genetics."

"Looking at the rising ten month old calves I couldn't be happier. The male's have great length with good muscle expression and do-ability. The females are also long and beautifully soft. I have had no calving problems and that is no surprise after driving around the Yamburgan cows, adequate bone however not over done and great shoulders."

"I have enjoyed the step up to first grade with this bull, he will bring my cows along in leaps and bounds. John and Liz have been very forthcoming in helping a new client and I look forward to the 2011 On Property sale with some very interesting new genetics."

Jim Gordon, Glensloy, Young, NSW.



John and Jim looking over some of the Yamburgan Lockyer 18th heifer calves at Glensloy.

### 'Ask The Butcher' - iPhone App



With over 50% of Australia's population owning a 'smart phone' it has become the 'norm' to be online 24/7. Being off line has now become the exception for the majority of the population, including in rural Australia.

Armed with this information, a new iPhone application was launched by Vic's Premium Quality Meats offering handy advice on cuts of meat and how to use them. Ask The Butcher is an inspirational and educational meat cooking application which has been designed to improve your cooking skills and includes a handy timer.

It costs just \$2.49 and is available from the iTunes store.





## New Sire at Yamburgan

2011 News

Our 2011 calving has seen the first born calves from new sire Crooked Post Grissom 24T (IMP CAN) who was selected for depth and shape of muscle. Grissom is a solid red, homozygous polled bull that is at the top of the breed for many of the economic traits (as tested in Canada). The first drop of AI calves have hit the ground at Yamburgan with a very moderate birth weight. Grissom's EPD weaning and yearling weights are in the top 3% of the breed and his milk figure is in the top 2%.



Crooked Post Grissom 24T (IMP CAN)

"It is essential to produce some great animals each year, but in order to be more profitable we need to work on the averages of the groups thus tightening up the consistency between the top and the bottom. CP Grissom 24T helps accomplish this." Kirk Seabourn, Crooked Post Shorthorns.

## Broughton Park - Fitting Finale



Broughton Park Legend E030 with Glen, Tom and Sam Trengove and purchaser David Gould.

We congratulate Glen and Lindley Trengove, Broughton Park stud, for topping their last Naracourte Bull Sale at \$15,000. It is the seventh time in the past decade a Broughton Park bull has topped the sale. Glen and Lindley's last draft of nine bulls averaged an impressive \$6444 ensuring they went out on a high.

We are looking forward to offering the first Broughton Park bulls at this years Yamburgan Bull Sale. The yearling bulls will offer clients an opportunity to utilize the breeds highest indexing outcross genetics.



*"I'm proud of what the Yamburgan genetics have done for our cattle"*

*Butch Davidson, 'Memagong', Young, NSW.*

## Exciting New Sire - The Curve Bender

A young sire we are very excited about is Yamburgan Emperor E103. He is an extremely balanced and structurally sound bull with a lot of fill through the lower leg and hindquarter. A very easy doing bull which is evident in his figures and after being joined as a yearling bull last year he had one of the highest scans of the 'E' bulls.

Emperor E103 is sired by The Grove Oscar and out of a very functional, high IMF Theodore cow. We are very keen on the Oscar/Theodore cross. Emperor E103 is in the top 1% for the Export Maternal Index and the Heavy Domestic Index as well as being a low birth weight, short gestation length, high growth bull with an IMF and EMA figure in the top 5% of the breed. A bull we feel will add a lot to our breeding program with his curve bending figures. E103 was used as a yearling in 2010. We are offering two semen packages at our 2011 bull sale and these will be the only packages available this year.

SELECTION INDEX VALUES		
Market Target	Index Value	Breed Ave
Heavy Domestic Index (\$)	+\$49	+\$26
Export Maternal Index (\$)	+\$44	+\$26
SB3 Carcase Index (\$)	+\$38	+\$30



The Curve Bender - Yamburgan Emperor E102

Only Chance in '11  
2 x Semen Packages  
Sell at YY Bull Sale

INTERIM GROUP BREEDPLAN EBV'S 18/3/2011														
	Calv. Ease Direct (%)	Calv. Ease Dtrs (%)	Gest. Len. (days)	Birth Wt. (kg)	200 Day Wt. (kg)	400 Day Wt. (kg)	600 Day Wt. (kg)	Mat. Cow Wt. (kg)	Milk (kg)	Scrotal Size (cm)	Carcase Wt. (kg)	EMA (sq. cm)	Rib Fat (mm)	Rump Fat (mm)
EBV	+1.1	+1.9	-3.7	+2.7	+30	+44	+53	+54	+2	+2.1	+34	+6.5	+2.0	+2.9
Acc	44%	40%	58%	75%	72%	67%	69%	57%	45%	67%	59%	51%	57%	55%

Traits Observed: BWT, 200WT, 600WT, SS, FAT, EMA, IMF

# YY



Liz and John Ackland, Boggabri Butchery, with some of the MSA award winning MA Beef.

Manchee Ag was again successful in the RNA Paddock to Palate Competition winning Reserve Champion Pen with a pen of milk tooth Yamburgan steers. Our steers performed very well across all facets of the competition including receiving near maximum points for fat, meat yield and marbling.

In the feedlot section of the competition a pen of Durham Tropical steers were placed 3rd in the daily weight gain section with 2.47 kg/day. We were also placed 5th overall (2.40 kg/day) with a pen of pure bred Yamburgan Shorthorn steers.



The Durham Tropical steers were placed first in the MSA Meat Eating Quality, which coupled with the DWG success emphasizes the direction we are taking. We are producing economical, profitable cattle that consumers enjoy to eat.

We again have steers entered in the 2011 competition and the results will be available at our bull sale.

### Durham Tropical Update

Our Durham Tropical program has grown rapidly in the last year. This year over 300 breeders will be a part of this breeding program.

In 2010 bulls were sold into the Alice Springs region, Mitchell and Westmar in Queensland.

We Strongly believe the Durham Tropical breed has a huge future in the Australian beef industry - fertile, heat tolerant cattle with MSA winning meat eating quality.



John with Chris Nott, Alcoota Station, NT with one of the 15 Durham Tropical bulls purchased for the station in the NT.

### Consistency is the Key at Longstowe

I visited 'Longstowe', Carinda in March this year to see first hand the enthusiasm and dedication Simon and Kelly Earl are putting into their beef cattle program.

2010 saw major flooding along the Macquarie River and Macquarie Marshes which has been of great benefit for 'Longstowe' with terrific cattle feed.



Simon and Kelly Earl in deep concentration at the Yamburgan Bull Sale.

Simon and Kelly's herd had improved and expanded rapidly in the 7 years they have been using Yamburgan genetics.

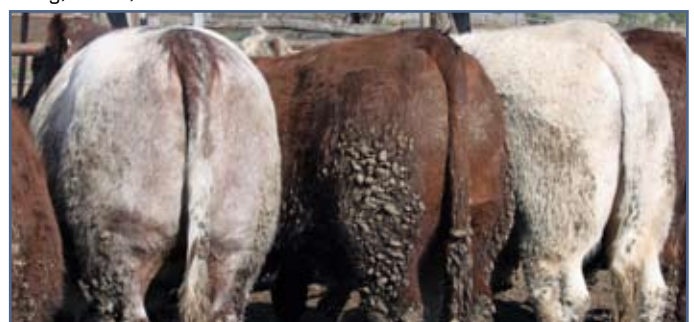
"Since buying Yamburgan bulls we have found them to always have a good temperament and easy to handle, their steer progeny performing well above average in feedback from the feedlot where we sell them [Caroona]." Said Simon.

Steers from 'Longstowe' have been averaging over 1.8 kg/day daily weight gain after being on feed for approximately 120 - 140 days. The steers are continually hitting the specifications with an average dressing percentage of 57.7% and an average eye muscle area of 83 sq/cm.

*"Steer progeny are performing well above average in feedback from the feedlot [Caroona]."*

"The females are the cattle we are looking for, feminine and fertile with good pregnancy testing results of 90% or better." Said Simon.

They have an excellent base of very functional, moderate framed cows with good structure, which is perfect for their vision to continue to produce consistent lines of feeder steers and have good doing, fertile, functional females at home.





2011 has seen an industry first, producer coordinated, supply opportunity between Cargill Beef Australia and Manchee Agriculture.



The ultimate aim of the alliance is to develop a sustainable relationship that creates value and competitive advantage for all parties and to work with MA customers to achieve the objective of supplying premium quality beef to the consumer.

It is a mutual belief that Manchee Ag shares with Cargill Beef that there is "potential for a shorter, faster, transparent and more collaborative supply chain" and a "clear line of sight between performance and reward".

This formulated producer alliance was negotiated in recent months after our continued success in the Beef Spectacular Feedlot trial, which is sponsored by and based on the Cargill Beef operating system.

The alliance, in principle, offers the opportunity for Yamburgan blood steers to access the maximum premium being offered by Cargill, as per their grid at the time. There will be an added premium offered to producers whose cattle exceed the carcass performance requirements.

The basic requirements for entry into this program is:

- Yamburgan blood from approved MA network producers
- Yard weaned and bunk trained
- Vaccination to include 5 in 1 and Bovilis MH
- Weight range between 360 - 460 kg
- MSA Boning Group 1-7
- Minimum of a MSA 400 Marble Score
- Fed at Jindalee Feedlot, Stockinbingal, NSW

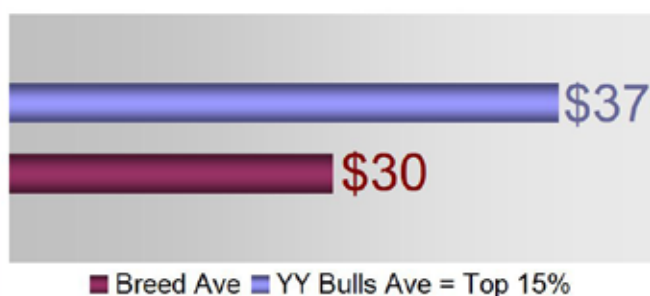
The performance premium will be paid according to the process data in the areas of:

- Average Daily Gain
- Health performance in the feedlot
- MSA Marbling
- Red meat yield
- Branded performance for Riverine Premium Beef
- Overall profitability



**PROFIT**  
All Sale Bulls Average in top 15% of the Breed.

### SB3 Carcase Index (\$)



## I'll bet you, your 10 cents, heavier wins.

Why do people get excited about getting the extra .10 cent premium that comes with owning a black coat? Does this .10 cents actually mean more money in the pocket? The answer relies on weight for age.

The simple truth is we get paid for weight, more weight, quickly, will mean more profit.

The example below shows there is only a 21kg difference in live weight to offset a .10 cent premium on a feeder steer.

Angus	Shorthorn
400kg x 205c = \$820	421kg x 195c = \$821

Table 1

So what happens if you gain even more weight (and a premium)?

Angus	Shorthorn	Difference
400kg x 205c = \$820	431kg x 195c = \$840	\$20 per head
	441kg x 195c = \$860	\$40 per head
	421kg x 200c = \$842	\$22 per head
	431kg x 200c = \$862	\$42 per head
	441kg x 200c = \$882	\$62 per head
	421kg x 205c = \$863	\$43 per head^
	431kg x 205c = \$884	\$64 per head
	441kg x 205c = \$904	\$84 per head

Table 2

What about if we take into account the salvage value of the cull females where there can be upwards of \$110 per head with only a 75kg increase in body weight.

So, for a herd of 100 cows, with a 90% pregnancy rate, 38 sale heifers (10 retained), 10 cull cows and 47 feeder steers (from table 1) the total difference in profit will be more than \$5,342\*, and that's without including a premium.

If you add a premium (^ table 2) the difference in profit will be greater than \$7,318.

Isn't weight the free lunch?



The free lunch - Price premium and added weight for age - Shorthorn X Angus Manchee Ag breed steer.

\* Profit uses the difference in the steer weight and the salvage value of females. All other dollartry values remain equal.

## US Research Data Release

2011 News

The USDA Meat Animal Research Center (MARC) is well known for conducting the largest, unbiased, breed characterisation of beef cattle in the world.

The data from this trial showed that the Shorthorn breed was number one for calving ease, average daily gain and marbling while they also consistently graded the highest. (Refer Table 3)

USDA MEAT ANIMAL RESEARCH CENTER Evaluation Cycle IV					
	Unassisted	ADG	Marbling	USA Choice	USDA
	Calving	200-400d	(age adj)	(age adj)	Yield Grade
	%	lbs.	mb.deg	%	(marb adj)
Hereford/Angus	95.3	3.72	Small <sup>34</sup>	75.5	2.7
Charolais	90.8	3.89	Slight <sup>99</sup>	53.5	3.1
Gelbveih	97.3	-	Small <sup>01</sup>	48.0	2.9
<b>Shorthorn</b>	<b>99.8</b>	<b>3.98</b>	<b>Small <sup>51</sup></b>	<b>78.0</b>	<b>2.1</b>
Piedmontese	94.6	3.34	Slight <sup>95</sup>	46.0	3.4
Salers	97.3	3.78	Small <sup>01</sup>	48.0	3.1

Table 3

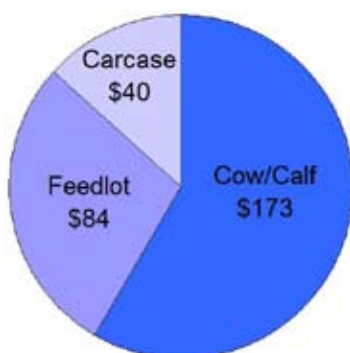
Source: American Shorthorn Assoc.

### CALVING EASE

We all agree that live calves on the ground means more calves at weaning which in return will mean these females will return a second positive pregnancy more easily. The MARC data shows that Shorthorn bulls used over British females calved unassisted 99.8% of the time. Calving ease does not have to mean small, slow growing calves and growth does not have to mean excessive birth weights.

### FERTILITY

This research has put a figure on reproduction efficiency at 100 times more important to financial viability than carcass traits. In the MARC data the purebred Shorthorn heifers were the second youngest to reach puberty at just 360 days and the Shorthorn cross females had the highest percent of calves weaned. The result is more calves equating to more weight being turned off.



Source: American Shorthorn Assoc

### WEIGHT GAIN

Over the last 10 years Manchee Ag have exhibited 136 steers in 21 different trials to average 2.23 kg per day daily weigh gain. Efficient daily weight gain in a reduced length of time on feed means dollars in your pocket. In the MARC trial the Shorthorn cross females had the highest 200 day calf weight of any of the British breeds and continued that growth to post the second highest 400 day weight of all breeds tested.

### MARBLING

Beef industry experts are urging producers to improve eating quality and consistency of the beef product to increase market share. Compensating muscle for marbling or visa versa isn't the answer, there are animals that are capable of producing both. See article on Yamburgan Emperor on page 3.

### HETEROSIS

The collective advantages of heterosis over time can be quite staggering. A commercial producer running 200 cows and weaning 230kg calves could increase his weaning weights per cow joined by 25% through maximising heterosis in his cow herd and calves. Over a 20 year period, this would be like getting 1000 free calves!

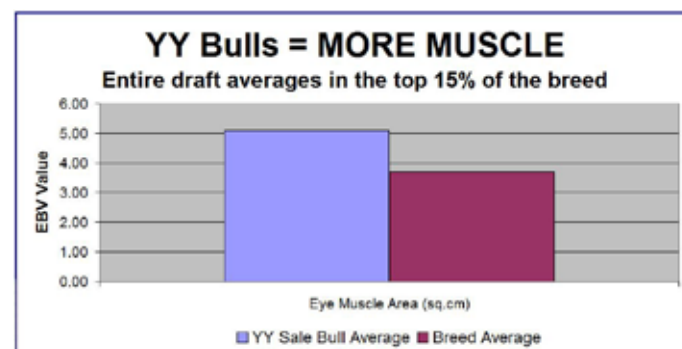
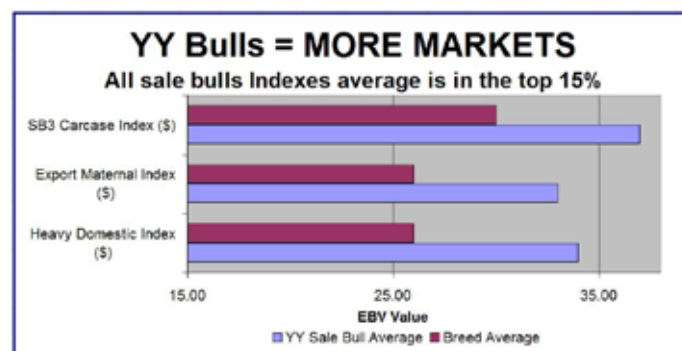
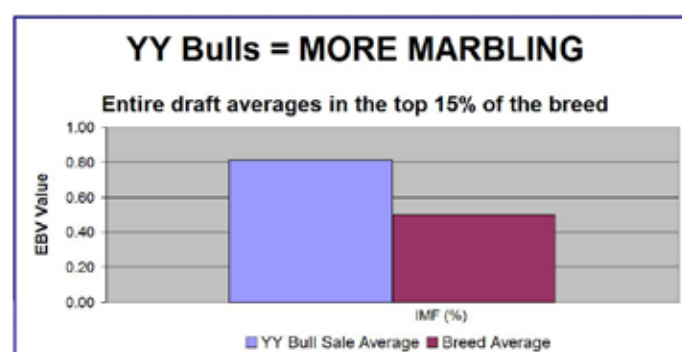
## Yamburgan Bull Sale Preview

# YY

## 30% MORE Bulls in 2011

It is the combination of calving ease, high growth, moderate maturity, IMF, fertility and superior genetic ability for profitability that sets Yamburgan apart when it comes to the strength in all selection indexes.

MA believes in the utilisation of large contemporary groups to allow animals that meet our tough selection criteria to be identified and offered at our annual sale.



*"You can give someone the most expensive paints but if he doesn't know how to mix them he will never paint a good picture."*

Oscar Wilde



# YY

## Yamburgan Bull Sale – Wednesday 31st August – 1pm

# YY



### YAMBURGAN JAFAR E82

A very balanced bull with muscle, depth and softness. This is the only bull from a very maternal Mittiebah 5th cow who has 3 daughters retained.

SELECTION INDEXES	\$Value	Ave
Heavy Domestic Index (\$)	+\$45	+\$26
Export Maternal Index (\$)	+\$36	+\$26
SB3 Carcase Index (\$)	+\$35	+\$30

	CE	Dir	GL	BW	200	400	600	MCW	Milk	SS	CWT	EMA	Rib	Rump	RBW	IMF
EBV	+2.3	-2.5	+3.5	+42	+50	+63	+62	+5	+2.2	+44	+4.1	+0.6	+0.8	-0.4	+0.4	
Acc	40%	58%	75%	73%	67%	66%	54%	48%	73%	58%	52%	60%	60%	58%	53%	



### YAMBURGAN JAFAR E120

Excellent length & weight for age, beautiful shoulder placement for a bull with this much width. Grand dam is the mother of E65. Stud sire potential, semen retained.

SELECTION INDEXES	\$Value	Ave
Heavy Domestic Index (\$)	+\$44	+\$26
Export Maternal Index (\$)	+\$36	+\$26
SB3 Carcase Index (\$)	+\$47	+\$30

	CE	Dir	GL	BW	200	400	600	MCW	Milk	SS	CWT	EMA	Rib	Rump	RBW	IMF
EBV	-	-	+5.5	+51	+64	+80	+77	+5	+2.7	+52	+5.4	-1.0	-1.1	+1.8	+0.4	
Acc	-	-	64%	71%	65%	64%	52%	46%	72%	58%	52%	59%	59%	55%	52%	



### YAMBURGAN OSSIE E65

A bull with great carcase, depth of muscle and pedigree. The Jill family keep rising to the top. Stud sire potential with semen retained.

SELECTION INDEXES	\$Value	Ave
Heavy Domestic Index (\$)	+\$51	+\$26
Export Maternal Index (\$)	+\$44	+\$26
SB3 Carcase Index (\$)	+\$51	+\$30

	CE	Dir	GL	BW	200	400	600	MCW	Milk	SS	CWT	EMA	Rib	Rump	RBW	IMF
EBV	-3.3	-2.5	+3.8	+33	+56	+76	+81	+1	+2.0	+53	+8.1	-0.3	0.0	+2.2	+0.7	
Acc	42%	55%	76%	74%	69%	72%	60%	51%	74%	62%	53%	60%	60%	57%	52%	



### YAMBURGAN JAGUAR F24

Excellent shape and muscle expression through the loin and hindquarter. A grandson of Y Mayflower 187th, an ET donor cow that bred exceptionally well.

SELECTION INDEXES	\$Value	Ave
Heavy Domestic Index (\$)	+\$36	+\$26
Export Maternal Index (\$)	+\$31	+\$26
SB3 Carcase Index (\$)	+\$38	+\$30

	CE	Dir	GL	BW	200	400	600	MCW	Milk	SS	CWT	EMA	Rib	Rump	RBW	IMF
EBV	-	-	+4.0	+34	+44	+59	+60	+7	+0.9	+42	+5.2	-0.7	-0.9	+1.9	+0.4	
Acc	-	-	73%	71%	68%	65%	52%	40%	71%	58%	49%	57%	57%	55%	49%	



### YAMBURGAN OSSIE E93

A deep bodied bull with a lot of softness. He is from the same family as Y Churchill, Ossie D96 and Everest E102. A top sire prospect from the Margaret family.

SELECTION INDEXES	\$Value	Ave
Heavy Domestic Index (\$)	+\$45	+\$26
Export Maternal Index (\$)	+\$39	+\$26
SB3 Carcase Index (\$)	+\$41	+\$30

	CE	Dir	GL	BW	200	400	600	MCW	Milk	SS	CWT	EMA	Rib	Rump	RBW	IMF
EBV	-0.7	-2.6	+3.1	+30	+48	+61	+65	+1	+2.1	+41	+6.5	0.0	+0.4	+1.3	+0.7	
Acc	44%	58%	75%	72%	67%	69%	57%	45%	67%	59%	51%	57%	57%	55%	52%	



### YAMBURGAN OSSIE E99

An extremely long bodied, slick coated with a lot of muscle expression. From a very solid female line, the Rosewood's. Stud sire potential, semen retained.

SELECTION INDEXES	\$Value	Ave
Heavy Domestic Index (\$)	+\$47	+\$26
Export Maternal Index (\$)	+\$41	+\$26
SB3 Carcase Index (\$)	+\$50	+\$30

	CE	Dir	GL	BW	200	400	600	MCW	Milk	SS	CWT	EMA	Rib	Rump	RBW	IMF
EBV	-4.6	-2.8	+5.1	+33	+53	+76	+81	+2	+2.9	+44	+6.5	+0.2	+0.7	+1.2	+1.0	
Acc	44%	58%	75%	72%	67%	69%	57%	45%	67%	59%	51%	57%	57%	55%	52%	



## 2011 Supreme Exhibit at Sydney Royal



Congratulations to Keith, Vicki & Krystelle Ridley, Nero Shorthorns, for winning the Urquhart Trophy (supreme all breeds beef animal) at Sydney Royal with a son of Yamburgan Lockyer 13th, Nero Lock Eye Popper.



*"The Yamburgan bulls are producing good progeny in the harsh buffel country and yet they retain a softness and do-ability with tremendous muscle - they are just getting better and better every year."*

*John & Carol Brownlie, 'Deepwater', Meandarra, Qld.*

## 2011 Open Day

Manchee Ag Open Day will be held in conjunction with The Lands Northern Beef Week in June 2011. The day will include industry relevant speakers throughout the day. More details will be available soon.

**70 Bulls  
Ready to Work**

*Join the fastest growing breed in Australia.*

**YY**

Lionel & Rania Manchee  
02 6794 4540

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**MA**

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