



April 2014

STERN ANGUS NEWS



Great Buying Opportunities

We've got great buying opportunities at Stern this year with an exceptionally even line up of bulls. We reckon you'll struggle to find a more consistent run of bulls through to Lot 100...and I believe that's the measure of the quality and depth of any stud. It's not the first couple of bulls, go and have a look at the tail of any catalogue and tell me what you think!

These are bulls that not only show great phenotype; head, bone, volume and hind quarters but also EBVs in the top performance brackets of the breed! Our bulls are able to be viewed on the South Canterbury bull walk Tuesday 20 May, come and have a look and a beer. Alternatively view short video clips of the mobs at www.sternangus.co.nz

And the good news is Stern bulls are great value. There's plenty of bull competition, last year you could buy 40 bulls for under \$5000. That's more than most breeders' entire catalogue!



Expansion at Stern

Following the purchase of a neighbouring property Stern is moving to purchasing client heifer calves in order to demonstrate to finishers the potential of Stern genetics.

To date Glenmore and Grays Hills calves have been purchased, and further heifers will be added over the month. We feel if heifers can be fed (like the dairy industry demands of their graziers) then the returns are similar per hectare, but the real advantage of angus heifers is they can be off loaded in our summer dry while dairy heifers require expensive supplements. We'll keep you posted on how this program develops.

Stern Bred Calves Top MacKenzie Sale

Congratulations to Glen Fastier of Simons Hill Station whose steer calves tipped the scales at 317kg and topped the Mackenzie market at \$760 last week! Glen has been using Stern bulls since establishing the herd and is regularly at or near the top of the sale.

Other Stern bred calves at the top of calf sales so far are Grays Hills, Glenmore, Ben Dhu Stations and Malcolm Kelynack.

EBVs

You may hear a lot of noise about EBVs both for and against them but don't be put off, just use them as they were intended ... as an estimated guideline. Some breeders use fear of low EBVs to market bulls, others use fear of high EBVs and imported genetics to market bulls! We breed bulls with phenotype and leading EBV performance, not one to the exclusion of the other. A common sense balanced approach.

Stern's success is measured by our clients' success and the fact that our top bulls are regularly purchased by leading studs orientated either way. We use Australian and American genetics to a limited extent and know how easy it is to breed paper performance by plucking genetics from a semen tank, we know that doesn't simply breed durable cattle.

Our final selection is based on type (feet/legs/fleshing etc)the genes were selected three years ago at breeding.



Black Rock 2 year heifers

\$200,000 Bike Ride

This year James and Stern both stepped up for the Central South Island Charity Bike Ride with Stern becoming a Silver Sponsor and James moving to the top speed peloton. The Ride, in it's 10th year, covers 400km over three days in a circuit from Timaru via Waimate to Kurow staying at the camping ground, then through the Mckenzie Country to overnight at the Balmoral Military Camp and back to Timaru. The final night includes a party and live band but some of the riders seem more interested in Her Majesty's bunk houses.

Organised by a hard working group of volunteers the ride raised over \$200,000 (and now over One Million Dollars since it's inception) for a range of local charities including the Timaru Hospice, Alzheimers, Presbyterian Support and other worthy causes.

It's a lot of fun and James seemed to cope reasonably well, but he hasn't found his bike since!



Peter Hall, Black Rock.

Black Rock is an appropriate name for the high country property operated by Peter and Vanessa Hall and their son Logan. Located 20km South West of Clarks Junction, Central Otago, the "Rock" is actually on the neighbour's property but is typical of the area.

The original 270ha property was a Ballot Block drawn by Peter's father in 1970. The family has since pushed out the boundaries to cover 1730ha (1200ha effective) ranging in altitude from 500 to 700M asl.

It's an exposed ridge of country that receives weather directly from the South and West, in fact from any direction with snow up to 1 meter in winter. The property is a credit to the Hall family with extensive shelter and woodlot plantings of eucalyptus and Douglas fir adding aesthetic appeal.

Black Rock runs 7500 Perendale ewes and 240 cows with all stock finished if possible- lambs around 18kg and cattle to 300kg. They wean 90% cows to the bull and 120% lambing.

Around 200ha of kale, sweeds and rape are grown for winter as part of tussock development and pasture renewal.

The herd has moved to straight angus, says Peter, because of their ability to bounce back, easy calving and the marketing programs angus provide- also any surplus heifers attract good demand for breeding he says. "I have previously purchased other angus bulls but I prefer the Stern bulls because I get good longevity and EBV performance. Temperament is very important as we get older and the Stern bulls are quiet, meaty bulls. I select bulls on temperament, structure, carcass, maternal and 200-600 Day EBV's."

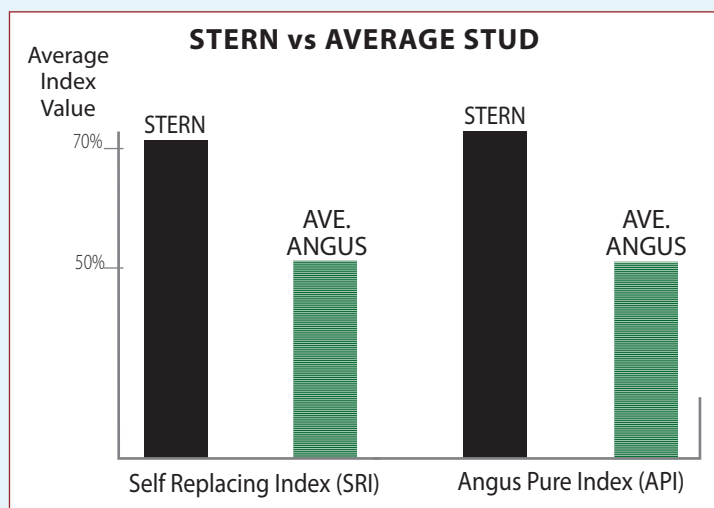
It's a good match with Stern's program of selecting quiet, well structured bulls with strong EBV performance.

This is an impressive family operation that is a finalist in the 2014 Sir Geoffrey Peren Perendale Flock Award. All the best to the Black Rock team from all of us at Stern.

Email Address Request

We have a good number of your email addresses but if you would like to sign up for short newsletters and enter the draw for \$1,000 towards your next bull simply drop us an email to - frasers.sternangus@xtra.co.nz preferably with your name, postal address and phone number.

Dollars in Your Pocket !!



The above graph illustrates how the 2014 Stern offering is way ahead of the average angus stud in delivering dollars in your pocket! Our average index values are in the top 70% of the breed, infact the top bulls are in the top 1% of the breed. The SRI combines EBV's into a single dollar value for a herd breeding its own replacements and killing surplus stock and API for a pure fattening operation.

Proven Herd Sires



New Sires

"Power & Performance"



BW	200	400	600	MLK	SC	EMA	IMF	SRI
+2.7	+52	+86	+116	+17	+0.5	+8.7	+1.3	\$146



BW	200	400	600	MLK	SC	EMA	IMF	SRI
+3.6	+53	+97	+118	+14	+3.4	+6.3	+1.0	\$173



BW	200	400	600	MLK	SC	EMA	IMF	SRI
+3.3	+43	+78	+102	+17	+2.7	+2.2	+0.7	\$137

STERN ANGUS

Practical Performance Cattle
since 1937

Muscle Fat
Fertility
Growth
Performance

Volume

Temperament

Feet

Head
Phenotype

Fix it Policy

Large Selection of Bulls

Client
Focused

View video of bulls at
www.sternangus.co.nz



100 Bulls Sell - June 19, 1pm

Totara Valley, South Canterbury

Contact: James Fraser - Phone: 03 614 7080 Mobile: 021 1864 796
or Donald Hay - Phone: 03 614 8786 Mobile: 021 1878 186

www.sternangus.co.nz