



Your Opportunity: Selection, Quality and Performance

It sounds simple but offering you a large selection of strong durable bulls with solid performance EBVs requires tough decisions. To maintain the traditional strengths of the angus breed type and blend in above average EBV performance is our challenge – and we’re certainly up for it!

We’ve got some exciting new bloodlines and solid, proven bloodlines stacked through our catalogue. We reckon you’ll enjoy inspecting this years offering and the opportunities they provide – come for a look and a beer, Thursday June 18.



Trading Beef Weaners

Last autumn we set out a plan to compare dairy heifer grazing with beef heifer trading. As it turned out we couldn’t have picked a better year for beef or worse for dairy grazing but the core results are still interesting.

The weaners were from three high country properties with different stud genetics and were traced through to sale as store animals on 1 December. This was earlier than planned due to the drought but it perfectly demonstrates the flexibility of trading heifers. They grew at 300gms over winter on basically old grass where the dairy heifers grew at 700gms on rape and straw. The beef heifers grew at 1.3kgs per day from 1 September stocked at 5.5/ha, the dairy heifers gained at a similar rate but were stocked at 3.2. The margin on the beef heifers was \$450 or \$14/wk compared to \$11.25 for dairy heifers but the dairy heifers were fed more and better feed. Then they ate all the summer rape, baleage and straw available until there was none left!

So the beef heifers were substantially more profitable which is why we’re starting to see beef cattle being integrated into dairy heifer grazing properties. This adds flexibility and profit but most importantly to beef cattlemen, it provides renewed buying power for our surplus stock. (Incidentally the Stern bred heifers were the most profitable line purchased - no surprises there!)

Top Angus Calf Sales

Congratulations to vendors in a very difficult season. I’d like to just note a couple; Jim Ironside’s Bushy Park topped the Palmerston calf sale at \$850.

Ben and Steve Richards who topped the angus calves at the Colgate weaner sale at \$815 and \$810.

And others around the country we haven’t caught up with...great work! All the best to the purchasers... the margins look good indeed.

Client Profile

Marks Station South Westland

Named after John Mark, a pioneer in early South Westland, Marks Station was purchased by John Cowan in 1978. John was then a successful commercial fisherman operating around the lower South Island and his late wife Kay was also involved in the fishing industry. He still retains a significant interest in fishing but now enjoys developing some of the Station's 700ha freehold land at Haast. Management of the property has passed to John's daughter Catherine and her fiancé George Ivey.

Marks Station runs only cattle to capitalise on the river country and the improved farm land at Haast with over 500 cows and heifers due to calve next spring. Heifers are mated using selected low birth weight Stern yearling bulls and calve on the improved paddock country. Second calvers calve not far up the Haast valley in paddocks and the mixed aged cows calve on the river bed country extending 35km up the Haast River.

The bulls need to be fit and have good structure to cover the country and swim between river islands working the cows. They obviously do so successfully with scanning results typically of 98% resulting in 90-95% weaning and good numbers of calves weighing over 300kg.



George Ivey, Catherine and John Cowan with this year's weaners.

The late calves are sold at the Cromwell Calf Sale, however the bulk of the calves are sold as yearlings at the Haast Spring Cattle Sale where Marks Station cattle have a great reputation. Last November they were pleased with their large lines of yearlings that achieved an overall average of \$1022. This year the outlook is even better.

With a rainfall measured in meters it can be frustrating wintering calves but John's intensive development work has improved drainage significantly. Improved pasture, water reticulation and fencing has now transformed the home block into a highly productive unit.

Stern McCaw Retained 2014



BW	200	400	600	MLK	SC	EMA	IMF	SRI
+3.2	+39	+76	+99	+8	+2.1	+4.2	+1.2	\$134

We've got some terrific calves by McCaw from two year heifers. A well balanced, moderate frame bull.

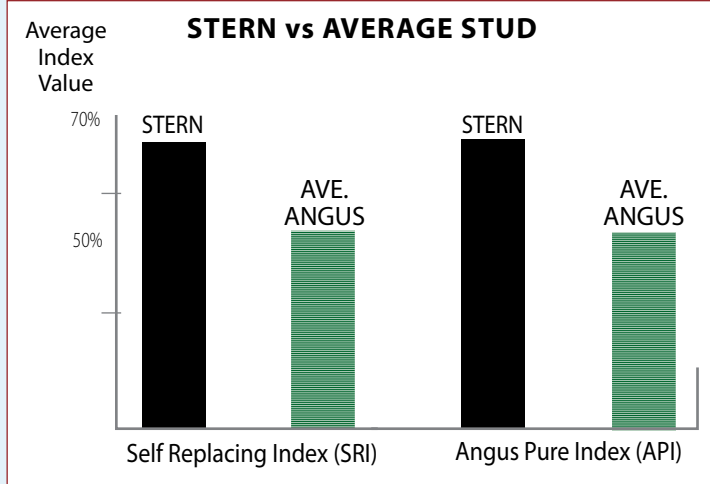


The Cowan family have used Stern bulls for many years. I like them says Catherine because they've got depth right through the body and back end, good heads and are quiet. We can go to Stern and pick from 100 bulls – where else can you do that? At other sales Stern bloodlines are often at the front of the catalogue so why not go to the source of the genetics? We look at the EBVs and the animal's structure and target the bulls we like. Although it's a long way from Stern we enjoy a close relationship with James and appreciate his visits.

Email Address Request

We are always trying to improve our communication with cattlemen across the country. If you would like to receive a couple of updates each year simply drop us an email to frasers.sternangus@xtra.co.nz with your name, postal address and phone number.

Dollars in Your Pocket !!



The above graph illustrates how the 2015 Stern offering is again way ahead of the average angus stud in delivering dollars in your pocket! Our average index values are in the top third of the breed, in fact the top bulls are in the top 5% 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.

William of Stern Retained 2015



BW	200	400	600	MLK	SC	EMA	IMF	SRI
+4.2	+41	+81	+108	+16	+3.1	+4.3	+1.2	\$120

An exciting young sire by Braveheart, William is a chip off the old block but with lower birth, higher growth, more IMF, higher SRI and exceptional temperament.

2015 Sire Groups

"Power & Performance"

Matauri Outlier



BW	200	400	600	MLK	SC	EMA	IMF	SRI
+6.4	+58	+107	+136	+15	+3.6	+3.5	+0.4	\$161

Stokman G68



BW	200	400	600	MLK	SC	EMA	IMF	SRI
+3.7	+46	+86	+110	+19	+2.1	+6.4	+0.9	\$134

Stern ANZAC



BW	200	400	600	MLK	SC	EMA	IMF	SRI
+7.7	+42	+82	+122	+14	+3.9	+3	+0.4	\$96

STERN ANGUS

Practical Performance Cattle
since 1937

Muscle Fat
Fertility
Performance
Growth

Volume Feet
Temperament
Phenotype

Fix it Policy
Large Selection of Bulls
Guarantee
Client Focused



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



100 Great Bulls Sell

Thursday June 18th at 1pm

Totara Valley, South Canterbury, James 03 614 7080 or Donald 03 614 8786

www.sternangus.co.nz

Request a newsletter at frasers.sternangus@xtra.co.nz