

**NZ MINIATURE HERFORD  
BREEDERS GROUP  
NEWSLETTER  
MAY 2017**



**NZMHBG AGM  
Feilding 29th April 2017**

This year's AGM was held at Feilding at the PBBnz Conference Rooms. This is a great venue and as Hereford members we have this facility available to us at no cost. Although we didn't have a large attendance it was an excellent weekend.

The morning started off with a welcome from our Chairman Graham Hunkin.

Dimi & Bruce Cooper very kindly brought along as gifts for us all some beautiful "Cows Milk Soap". That was very thoughtful of you Dimi, much appreciated and we all loved them. Great idea.



Our first guest speaker was Posy Moody, General Manager of NZ Hereford Association. Posy has only been General Manager since August last year but comes to NZHA with a great deal of experience not only in farming but excellent management skills and is very passionate about her role. Posy has been an important part of the NZHA successful bid to host the next World Hereford Conference in 2020.

Posy gave us a run down on doing electronic registrations (On Line Registration Tip sheet handout is attached). Doing your registrations online is more efficient and cost effective. If you are having trouble with this please don't hesitate to contact Megan Ellet at the Hereford Office. Megan is more than happy to help you through this process.

NZHA now has a Facebook page. Do go on to Facebook and have a look. We did discuss with Posy the potential of the NZMHBG being part of this. The new NZMHBG Council will look into this.

Posy gave us an excellent run-down explanation on PBBnz and where NZHA fit in versus Angus and other breeds.

Posy also discussed and showed a Power Point on the move from microsatellite DNA testing to sniptesting (SNP).

Our next guest speaker was Nathan Doyle from Pivot. Pivot as most of you will know, is based in the PBBnz building. They are available to help you with website design along with brochures, leaflets and any other marketing tools that you need. Some of you already have websites, but if you don't then Nathan can help you. Nathan also discussed other social media ideas worth thinking about. Pivot can also manage your website for you if you want, which could be useful for keeping it up to date.



Our next guest speaker was Jason Tiller from Fairfax. Jason gave us an extremely interesting and informative talk on “Sales & marketing” and different sorts of marketing along with where to advertise and what sort of advertising, from paid advertising to advertorials to free articles in your local newspapers. He also highlighted things like Facebook, Twitter etc. If you do have a website or Facebook page for your Miniature Herefords then it is important to keep it up to date and always have some new information or photos to attract people back to your site. This is not always as easy as it seems and if you don't have the time then paying someone to do it for you is an option to think about. Twitter is also a very interesting way to be in contact with other farmers, breeders and potential purchasers.

Jason advises.... ‘Keep it simple’ it doesn't have to be hard, make sure you get the right advice.

Jason gave us so much insight into the media world it is hard to relay it on to those not at the meeting, sorry. (There is a pdf copy of his notes also attached.)

Jason has also very kindly given us a list of contacts if you want to do articles.....

After lunch Daryll Harwood from Allied Farmers spoke to us on his experience as a stock agent. Daryll's area covers a lot of lifestyle blocks so Daryll is often dealing with smaller numbers of stock and helping customers with when to sell, what to buy, and what is best for their properties. It is not always easy when you have small numbers of stock. Be very clear as to who you are breeding and marketing your stock for. Are you breeding for meat? Dairy farmers for your bulls? Or for on-selling to other breeders? or both? Know your stock and what you have to sell and to where. If you have stock for the sale yards/meat market get to know your local stock agent and build a rapport with him, know your weight data i.e. birth weights, weaning weights etc. Try to find a local dairy farmer who will give them a go - unfortunately most dairy farmers want larger quantities of bulls than we can supply which makes it quite difficult for us.

This year's guest speakers were all excellent and very informative. It is hard to relay this in a newsletter, which I am sure those who attended the meeting will agree with. I can't say strongly enough members should block off on their calendars early for AGM dates and come along. Apart from guest speakers it is always great to catch up with other member/breeders which for many of us have become good friends. It is also a chance to swap ideas and we all go home very motivated. When you are at home of your farms trying to sort your animals and where to from here sometimes this can be hard. PLEASE RING OR CONTACT ANOTHER MEMBER OR COUNCIL MEMBER!!! It is always good to talk over issues with others rather than feeling alone.

Next year's AGM is tentatively booked for 5/6 May 2018 in Rotorua, so mark it on the calendar now and we will confirm as soon as we know more. We are also hoping to have some get-togethers during the year.

Thanks to all those who attended, it was great. See you all again soon.

## 2017 - 2018 Elected Council members..... Congratulations

(positions decided by council members)

Chairman & Secretary - Graham Hunkin  
Treasurer - Anne Smal  
Helen Russell - Registrar  
Newsletter/Editor - Dr Anna Palmer  
Natalie Fletcher - Events Co-ordinator  
Sharon O'Brien - Events Co-ordinator  
Stephen Collier - general council member  
John Long - Data collating

After all our discussions on sales & marketing and doing advertising etc at the AGM I thought you would like to see this excellent article in the Hawkes Bay Today newspaper that John Long organised. He also placed an advert but I think this article was great. Lets see more of this..... Well done John.

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# STUD BULL CATALOGUE 2017

## Herefords of Raukawa

### Small but with a good yield

John and Gaye Long run a registered Miniature Hereford Stud in Raukawa, rural Hastings. While John admits that commercial breeders consider Miniature Herefords a novelty he finds that the Mini's suit their lifestyle and they produce 55-60% clean body weight compared with 50-52%, "if you're lucky" from big stock.

Established in 2008, they run both sheep and miniature Herefords on the 35ha summer dry property. Gaye focuses on tending the beautiful garden and hand rearing orphaned lambs and calves. John runs the farming side of the business which also includes propagating and planting native shelter trees. Both retired from paid employment permanently last year and farming is a way of keeping John occupied: it was always his Plan B and it keeps him busy. Gaye was a "postie" for 46 years and John was in the building trade.

Before swapping to Mini's John was running Hereford/Friesian cows cross and running a South Devon bull over them. The South Devon cross were very good calves but he always got paid for a two-year-old not a weaner rate so was always losing out financially. Then John

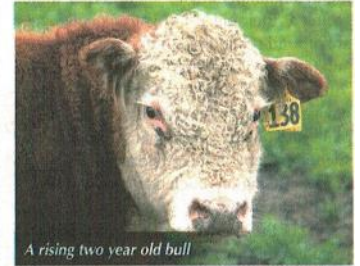
bought two Mini-Herefords bulls, a young one and an older one that ran with the three girls plus 20 Hereford/Friesian cows. Until last year he'd been keeping all the Hereford girls and putting them into breeding, building up their stock.



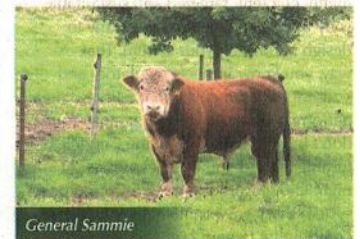
This year's calves



General Stan



A rising two year old bull



General Sammie

He's been a registered breeder with NZ Hereford Association since 2008 and also belongs to the New Zealand Miniature Hereford Breeders Group. The herd are all BVD tested and inoculated.

Now John is at the stage when he can sell some of the better cattle and he'll have bulls to sell this year. He feels that the 'Mini's, thanks to their smaller stature and good yield are the way of the future but acknowledges it's likely to take a long time for attitudes to change.

### Frequently Asked Questions

#### Where do Miniature Cattle come from?

Miniature Herefords were bred by the Largent family of Texas (USA) and the breeding program commenced in the 1970's.

#### Are they Dwarfs?

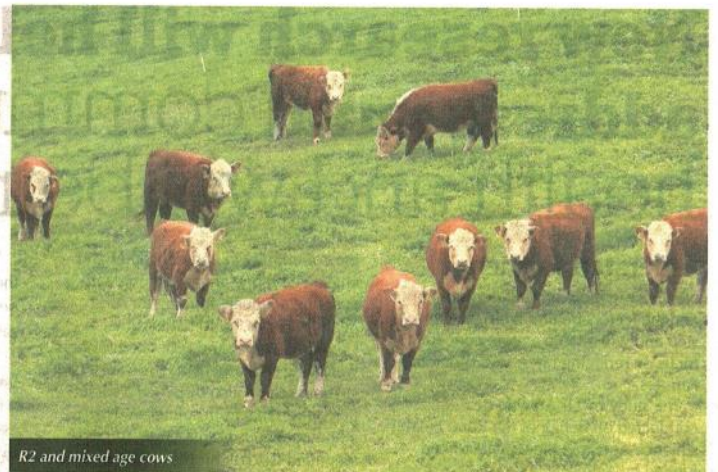
No. Miniature Hereford cattle have been deliberately bred smaller and originate from top quality bloodlines.

#### What are they good for?

Miniature cattle are exceptional beef cattle that thrive on limited feed intake thus lowering production costs while producing half-size cuts of lean, flavoured, high quality beef. Miniature cattle will winter on roughly one-third the feed of many of the crossbred cows popular today. They are fast maturing and have excellent birth to weight gains. They reach market weights earlier and for roughly one-third the feed costs and have very lean carcasses.

#### Are they a novelty?

Miniature cattle are naturally quiet in temperament, are easy to handle and rear.



R2 and mixed age cows

### Facts & Figures

- 30 Miniature Hereford cows.
- 8 rising 3 year old heifers coming into breeding this year.
- 13 raising 2 year old heifers, some for breeding and some for sale.
- 2 raising 3 year old bulls, one General Sammie (polled) for sale.
- 8 raising 2 year old bulls for sale.

John has only recently started weighing his stock and says it has opened his eyes to what's going on. They're small but rapidly gain weight, he says. 2015 calved 30 cows 2016 calved 28 calves

Weighed weaned calves 2016: 21 calves total weight 2471kg average 117.6 kg  
Weighed weaned calves 2017: 2861 kg, average 124.3.

#### An example:

A late calf (bull) Iti its mother was a first calver. Iti was born late on 1 November 2016 weight 18kg. When he was weaned on 17 March 2017 he weighed in at 65kg. This was a drought year.

The heaviest calf born this season was a bull Mighty Raru at 27kg born 28 August 2016. On 17 March 2017 he weighed 164kg. This was a drought year.

This makes them very popular for small acreage farmers, who are looking ahead to smaller high quality cuts of meat, along with the advantages of less damage to pasture and facilities and more efficient feed conversion with higher carcass yields. This makes miniature cattle a very dual purpose animal suited to all our requirements.

#### Is there a market for the meat?

Miniature cattle are still relatively new here in New Zealand so we still have a way to go before we have our own direct market for this high quality meat. Australia already has an established demand for the well marbled, yet lean carcasses of

lowline cattle through beef companies that market direct to hotel and restaurants. I see that this will follow in New Zealand with Miniature Hereford Cattle.

However, the biggest challenge facing the current breeder market is to build up sufficient stock. To do this we need to increase the numbers of breeders, NZMHBG\* members and increase awareness of the breed. Due to their smaller more convenient size, Miniature cattle will also become very popular for the home kill market, as these are not too much for the average home freezer.

\*New Zealand Miniature Hereford Breeders Group.

## Our new Newsletter/Editor is Dr Anna Palmer

Anna is happy to take on doing our newsletters but we must support her with information and articles please. Having interesting articles for our newsletter is very important so if you have anything of interest please forward it to Anna. For Sales you can still go to Helen Russell to collate and then forward to Anna for the newsletters.

Anna's email is..... Anna.buchanan@gmail.com

## SALES REGISTER

It was discussed at the AGM that members would like more of an idea of what stock is selling for.

It was agreed to see if the Registrar could keep a voluntary, confidential register of animals sold and their selling price range - i.e date sold, age, sex, price, any special features that made a difference to the price (hand-reared, breeding stock, meat stock etc.).

The owner/seller details etc will not be recorded so this an "anonymous" Register.

- Breeders can email info to - Registrar - Helen Russell email: amberleacove@xtra.co.nz

Breeders will then also be able to obtain some price range idea of what is happening in the market.

## DATA

We have been talking for some time about collating our stock data so that we have a better idea of what our animals are doing. Also for sales and marketing purposes.

John Long has agreed to do our data collating. This information, like the sales register, is voluntary. We would like to have things such as birth weights, weaning weights, carcass weight when sold to meat works etc. We would need.... Male/female/steer, age, weight and any other relevant information you feel useful. This information will of course be available to members.

- Data Register send to: John Long - gayeandjohn@xtra.co.nz

DNA Hair Samples - the Registrar has been asked several times recently about taking tail hair samples, and as we have new members we thought that a reminder might be useful..... Envelopes and instructions are available from Megan Ellet t PBBnz / NZ Hereford office - megan@pbbnz.com

## COLLECTING HAIR SAMPLES FOR GENETIC TESTING



### STEP 1:



Collect long, thick hairs from the brush or switch of the tail.

Select 10-20 tail hairs and pluck with a rapid sharp motion. Repeat the procedure to obtain about 30 to 40 hairs.

### IMPORTANT



The hooked or bulbous hair roots plucked from under the skin should be clearly visible.

### STEP 2:



If the samples are contaminated with faeces, trim the distal end (opposite end to the bulbs). Place the hairs in a pbb DNA envelope which should be labeled with the unique identity of the subject from which the sample was collected.

## FOR SALE

- **Yearling Heifer** - Akeake Tahi Peanut 16-115  
Owner - Roelof & Kathryn Lourens  
Email: roelof.kathryn@xtra.co.nz  
ph:07/549-3534



- **2 x weaned Bull calves**
- **1 x weaned Heifer calf**  
Owner - Stephen Collier  
Email: Stephen@tamertonstud.co.nz  
ph: 06/342-4749

- **3 x Rising 2 yr Heifers** **SOLD**  
145 - Jennie Eve, 143 - Autumn Day, 144 - Miss Monet 2nd
- **Bull - Raukawa General Sammie – 17101 140107 - DOB 10/09/14 - Proven Bull**
- **Bull - Raukawa 104 - DOB 29/04/14 - Proven Bull**
- **Plus assorted other rising 2yr bulls (some polled)**  
Owner - John Long - email: gayandjohn@xtra.co.nz Ph: 06/879-5942



**DO YOU HAVE STOCK FOR SALE? LET US KNOW**  
Any information, articles or photos that you would like to put forward for the next Newsletter please email or post to Helen Russell.....thanks  
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RD 2,  
Warkworth 0982  
Ph: 09/425-5672  
Email: amberleacove@xtra.co.nz

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