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Campbell Farms Angus
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Robert, Sarah, Jacqui, Kaitlin and Tony

FREE – A top-quality stud bull or cow of your choice - on property offer, 1pm 24 March 2006 PLUS \$1000 cash for your nominated Agent

This year, our annual on-property production sale will go one better than offering a free pregnant stud heifer as we have in the past. This year, to celebrate our 14th year in the Angus seedstock industry, we are going to give one lucky person, absolutely free, their successful choice of a stud bull or cow from our 70 lot annual production sale offering on Friday 24 March 2006.

This person will win by being the successful bidder on one lot 'drawn out of the hat' at the conclusion of the sale. Whatever price they have bid on that lot, no payment will be required.

From an offering of 50 bulls and 20 females, the chances of winning a top-quality animal under these terms certainly beat the Tattslotto odds. People buying more than one lot will have multiple chances of winning.

Plus, there will be \$1000 cash for their accredited stock Agent nominated on their buyer registration slip. Again, Agents with multiple nominations will have

multiple chances of winning the \$1000.

When coupled with sale day hospitality of free morning tea and lunch and the opportunity to inspect some of the best Angus cattle in Australia, this is a day not to be missed. Bulls for sale will be by premier sires SAF Focus of ER, Te Mania Ulong, Kenny's Creek Sandy, and BSS Limited Design. Also our Angus Australia progeny-tested homebred sire Emulation V536 – the only Angus AI sire in Australia that is better than -0.80 for nett feed efficiency and above breed average for eye muscle area and a marbling trait leader and in the top 10% of the breed for 400 day growth EBV. Sale cows will be both Autumn and Spring calvers with a selection of pedigrees and ages. Some will have calves at foot and all will be pregnancy tested in calf (PTIC).

Sale cattle will be featured in our Beef Week display on Wednesday 1st February 2006, from 9am to 5pm. Embryo donor cows and joined heifers will also be on show to enable visitors to see first hand the type of cattle we are breeding and the quality of stock coming up for sale.

MN 2 Johnes accreditation

Following an "all clear" on our second whole-herd blood test recently, our Johnes accreditation status was elevated to MN 2. This provides significant BJD assurance to purchasers of our cattle and facilitates interstate movement certification where required.

BEEF WEEK FIELD DAY

The Beef Week open day for our area this year is Wednesday 1st February. Our open time is 9am to 5pm. Drinks and light refreshments will be available. We will be delighted to welcome you and answer any questions you may have. See location map – back page.

HOW GENES WORK – THE PRACTICE OF ANIMAL BREEDING – PART 1

The recent discovery of the genetic structure of cattle DNA (the so-called bovine genome) has opened the way for accelerated progress in understanding the practice of animal breeding. Breedplan has been monitoring and predicting cattle breeding potential since the 1970's, based on the performance of individual animals within a large genetically-linked population. This has been possible using the computer technology that became available at that time to collect, analyse, store and retrieve in an accurate and logical way, the huge amount of information required.

Genetic improvement is essentially a numbers game – numbers of desirable gene combinations that is. Conception of a new calf involves the very large range of possible gene combinations that may occur when the genetic material contained in one of the sperm cells of a sire combine with the package of genes in the egg produced by the dam. From any particular sire and dam, each sperm and egg will be genetically different and each combination that may occur over a lifetime will be unique.

When the genetic spectrum of the calves from different sires and dams is taken into consideration, the resulting variation is enormous. This variation affects the calf's performance and forms the basis of our selection for the genetic difference we prefer.

Enlightened cattle and sheep breeding began with Robert Bakewell in the U.K. in the mid-1700's (only 50 cattle generations and 10 human generations ago). It was primarily based on mating the best-looking, closely-related animals together. Gradually an overlay of growth (weight) and feed intake analysis influenced mating selections. Animals that produced large quantities of fat (from otherwise 'useless'

grassland) were preferred by a pre-industrial revolution society frequently engaged in physical labour.

A further refinement pioneered by Bakewell involved consideration of the progeny of hired rams. He collected and further used at home, those rams that had produced the 'best' lambs in the prior season. Financial success followed and in 1789 Bakewell made 1200 guineas from hiring a single ram for a single season.

For 100 years these early principles of animal breeding prevailed. In the mid-1800's the concept of "herd" books emerged to record pedigrees. More and more, husbandry and managed breeding moved the process away from 'natural' selection.

The significant impact of the 'environment' (nutrition, disease, maternal influences, climate etc.) on the overall performance of individual animals continued to mask the basic genetic worth of an animal. Selection for improved 'performance' therefore resulted in only marginal genetic gains, because often the best-looking animals had experienced the best feed, least disease, best mothers etc. compared with their peers i.e. their better appearance had little genetic basis.

The late Howard Yelland confirmed this in a conversation I had with him in the late 1970's. He said that in his view the Hereford cattle they were breeding in 1910 when he was a boy were as good as those of the 1960's. It was only in the mid-1970's as a result of more rigorous computerised performance recording programs (that consciously isolated the environmental influences from the genetic merit of an animal) that substantial genetic-based economic benefit emerged.

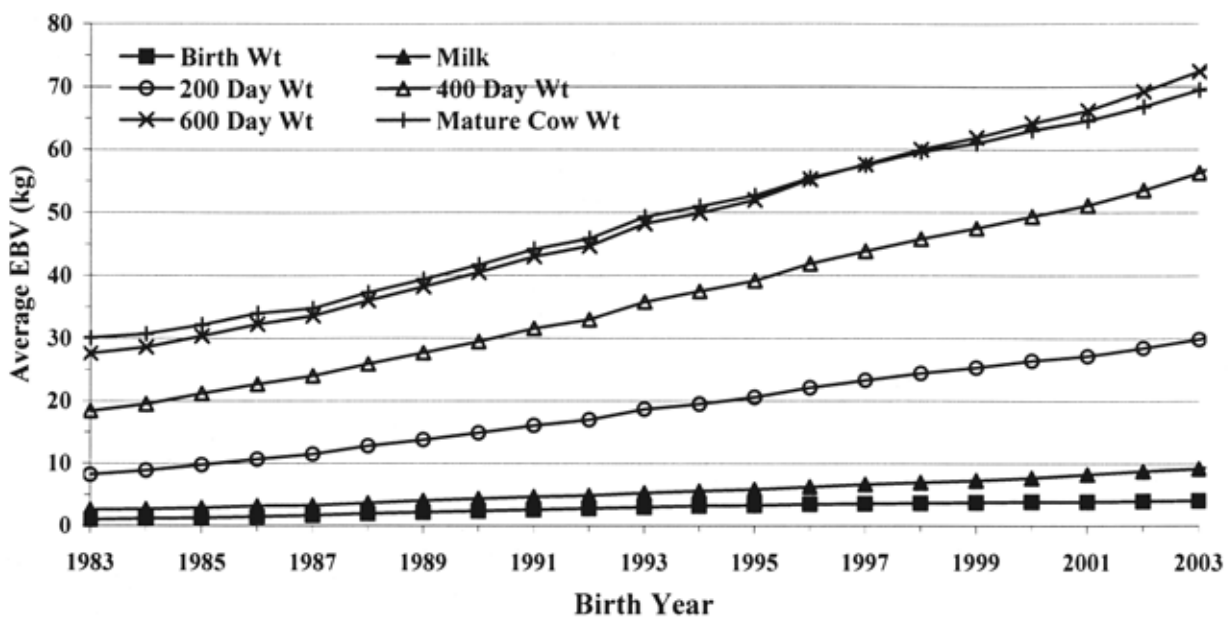


Figure 1. Average EBV's over time for growth and maternal traits. Source: 2005 Angus Breedplan

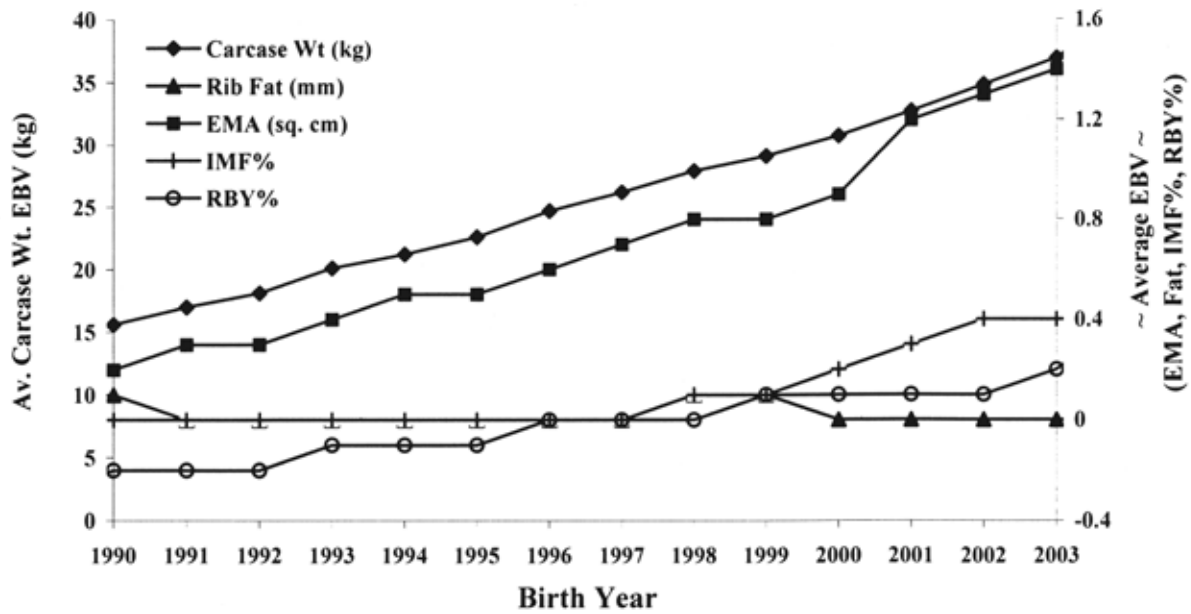


Figure 2. Average EBV's over time for carcass traits. Source: 2005 Angus Breedplan

Breedplan analysis of genetic trends for Angus cattle (see Figs. 1 and 2) confirms the impact of our more enlightened seedstock selection over the last 25 years. Consistent positive trends in all growth and maternal traits are evident, whilst birthweight has been held almost constant. Concurrently, carcass weight and muscularity has increased, as has carcass yield and marbling, while rib and rump fat trends are negative.

As cattle producers we have been fortunate to have achieved this genetic progress as there has been a consistent (25 year)

negative trend of 3% per annum on our financial terms of trade, that shows no sign of abating. Better genetics have enabled us to at least keep pace while this decline has occurred.

The message is clear. UNDERSTAND AND PURSUE GENETIC EXCELLENCE IN YOUR HERD. So too, pursue better husbandry and pastures, for they are also extremely important in keeping your business profitable.

In Part 2 of this series we will consider HOW genes work.

ON THE LIGHTER SIDE - Not everyone loves the bagpipes

A definition of the bagpipes – “an ill wind that nobody blows any good”

A riddle about bagpipes – Q. “If you were lost in the woods, who would you trust for directions; an in-tune bagpipe player, an out-of-tune bagpipe player, or Santa Clause?”

A. The out-of-tune bagpipe player. The other two indicate you have been hallucinating.

Some questions and answers – Q. “What’s the difference between a chainsaw and the bagpipes?”

A. You can tune a chainsaw.

Q. “What’s the difference between a bagpipe and an onion?”

A. No one cries when you chop up a bagpipe



Q. “What’s the definition of a gentleman?”

A. Someone who knows how to play the bagpipes and doesn’t.

Q. “How can you tell that a bagpipe is out of tune?”

A. Someone is blowing into it.

A good wee poem – It was in an English hospital, a Scottish soldier lay
He says “I’ll not get better ‘till I hear the bagpipes play”

They searched the country high and wide
Until at last a man was found who came his pipes to play

The soldier leapt up from his bed, “I’m saved, I’m saved” he cried
The Scottish pipes had saved his life, alas the other patients died.

CAMPBELL FARMS V536 SEMEN GOES TO N.Z.

Semen sales from CF Emulation V536 are approaching 1000, including a recent sale of 100 straws to New Zealand. In the most recent (January 2006) Angus Group Breedplan run, V536 showed he is not only in the top 10 of the most feed efficient bulls in Australia, but the only bull in that group to be positive for rib and rump fat. Now with 160 progeny in 5 herds and 13 performing daughters, V536 has positive EBVs for calving ease direct and in daughters (indicating his suitability for use over heifers, with little likelihood of calving problems in subsequent generations). His B3 Index is in the top 10% of the breed (and that is bound to improve when feed efficiency is taken into account in the next Breedplan run in June 2006) plus he's a marbling Trait Leader. Semen is available for \$30 per straw, with volume discounts, through AgriGene at Wangaratta – phone 03 – 57 222 666.

A BULL FROM OUR COW SELLS FOR \$21,000

Blackmore Angus principals, Daryl and Jean Pearson were delighted when bidding in their April 2005 sale raced to \$21,000 for a SA Neutron 377 bull calf out of a cow they purchased from us in 2000. The cow, Campbell Farms Nightingale N508, is by Rambo 465T of JRS out of a TeMania bred QAS Traveler 23-4 x C116 daughter. N508 was a top performer here and a prize winner at Euroa as a yearling. She now has 50 progeny analysed in Angus Group Breedplan, 30 of whom were bred here. The bull calf went to NSW. Congratulations Daryl and Jean.

**RIST WORKSHOP AT CAMPBELL FARMS
Friday 3rd March 2006, 9am – 4pm**

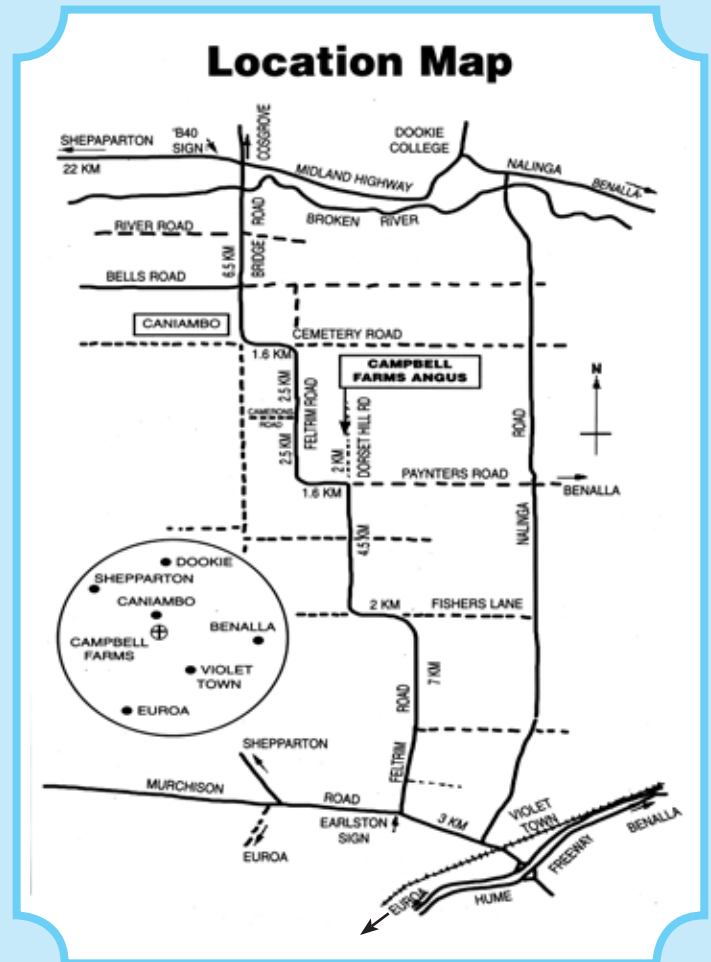
The enclosed flier concerns an 'Effective Breeding' workshop to be held here in early March under the auspices of the Rural Industries Skill Training (RIST) organisation in Hamilton, supported by MLA and DPI. It is targeted at those of you who are keen to discuss all the latest in cattle breeding with the experts and your fellow breeders. Numbers are limited to 18. Course costs should be recouped "in a flash" with your new-found knowledge. It will be a top day with lots of 'hands-on' opportunities.

**YABBA WELL TESTED IN ANGUS
YOUNG SIRE PROGRAM**



Our representative sire (one of only 7 chosen for all of Australia) in the inaugural Angus Australia Young Sire

Program, Campbell Farms Yabba Y035, is undergoing testing by AI in eleven other herds in 5 States, with over 100 calves due this year. We first used him as a yearling, and now have 25 Spring calves of his on the ground that are growing out well. He has a B3 Index of +99 that is in the top 1% of the breed and compares with a breed average B3 Index of +60. His current EBVs are BWT +3.5; 600 day growth +95; milk +12; EMA +4.6 and IMF +1.9. Calving ease EBVs are strongly positive. His sire is Te Mania Ulong and his dam is a homebred 036 daughter (with grand-dam N508 mentioned above and maternal grandsire RR Scotchcap 9440). Yabba (named after a small district not far from here) is maturing into a magnificent sire with excellent structure and type. We will have him on display at Beef Week. A limited supply of semen is available (through AgriGene) at \$20 per straw.



CAMPBELL FARMS ANGUS
DORSET HILL ROAD, CANIAMBO
VICTORIA. AUSTRALIA



**ROBERT, JACCI & TONY CAMPBELL
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