



Australian South Devon Society

Newsletter 2, 2020

Welcome to our new look Newsletter!

From The Editor;

These next few months will prove to be most interesting with almost all of the state and local shows, field days and open days which we rely on to promote our cattle either cancelled or postponed till later in the year. Without being able to show our cattle in the flesh, I believe that now more than ever we will rely on Social and Print Media as well as the internet.

With events including the Sydney, Brisbane, Melbourne and Adelaide Royal Shows having been cancelled, Colin Say & Co arranged a carcass competition for those who had prepared commercial cattle for Sydney. This competition was not affiliated with RANSW but was another way someone had created a solution. The same has been suggested for the Ekka Steer competition though nothing has been confirmed as yet, and there have been a couple of other 'online' shows held already with South Devon participation and success.

Qld's FarmFest and Casino's beef week have been postponed until October 13 to 15 & September respectively (date to be confirmed).

Like most events it will be a case of 'watch this space', your socials or the media for more information.

On the upside, the vast rain which has fallen over many, but not all, areas has created an unprecedented increase in cattle prices. It is so refreshing to see producers finally receiving the prices which they deserve.

World Conference is currently (and hopefully) still scheduled to proceed in December in New Zealand if Covid 19 and the accompanying health protocols allow. A meeting of the NZ body will be held on 1st June to try and make a decision.

Congratulations to our two new councillors Lee Pippard of Tannoch Farm, Nowra NSW and Will Randall of Dalness Farming, Evandale Tasmania. As the only nominees they were automatically elected for the two positions vacated by Neil Hagger and Gaylene Garratt.

Lee and Will have provided us with bios which have been included in this newsletter to introduce them to our South Devon Community, although Lee has already been our Website 'contact' for almost twelve months.



Covid-19-2020 Virtual Online Show South Devon Entries

FIVE STAR
Creative Promotions
Covid-19-2020
Virtual Online Show
Ruralweekly









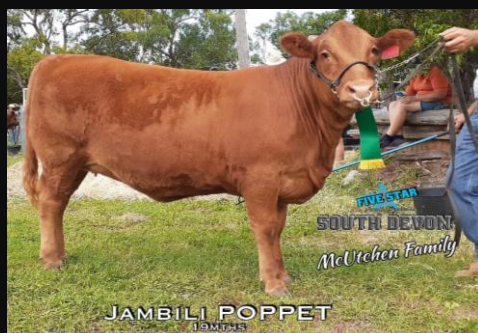



Myona Charolais
Sixpence Murray Greys
Trevor Williams



KILDARE PERFORMER P280
19MTHS

RESERVE CHAMPION ANY OTHER BREED BULL



INCREASED DEMAND FOR AN ONLINE PRESENCE

'A picture is worth a thousand words' – Fred R. Barnard 1920s

Never has a quote been more relevant, due to Covid 19 highlighting to us the growing influence of e-commerce. Having a social media or an online presence is proving to be more important now than ever.

Cattle producers are finding auction sites and self-promotion online has proved to be an invaluable source for the sale and promotion of our cattle. Increased photographic technology now enables us to take and edit professional quality images and video of our own with something as simple as our smart phones. With this simplified technology, the need to present professional promotional material and signage has become vital.

Matt and Shannon Sowden from 5 Star Creative Promotions have been kind enough to give us some tips on taking effective and professional livestock photographs to promote our studs and our breed.

- Cloudy days are the best, sunny days ensure the subject is in direct sunlight with the light behind you the photographer.
- Avoid early morning and late afternoon as sunlight changes the perception of your images
- Don't rush the animal
- Ears Forward and head up to make the subject look alert (best to have an assistant)
- Profile the animal – make sure you can see all 4 legs
- Take your time! Don't rush yourself or your subject.
- Take Multiple Photos
- If taking photos of Multiple Animals make sure that they are all facing the same way.
- Take the photos from ground level (not from cattle rails)



FIVE STAR Creative Promotions
Covid-19-2020 Virtual Online Show

Rules and Regulations:

- Open to Australian Animals Only
- Animals to be purebred only
- Only 1 Bull and 1 Female entered by each Exhibitor
- Bulls no older than 30mths as of 1st May 2020
- Females no older than 36mths as of 1st May 2020
- BULLS & FEMALES DO NOT NEED TO BE LED SO ANY EXHIBITOR CAN ENTER SOMETHING!!!
- STEERS open to any weight range
- Photo entry only and no entry fee
- Entries in no later than 5pm 8th April
- Judging to commence 11th/12th April with Interbreed judging 18th/19th April
- Breed judging breakdown to be advised

Lets get this show on the road and watch this space for more information....



QUEENSLAND SHOW RESULTS

2020 Cooyar Show Results

Reserve Junior Champion Bos
Taurus Bull; Kildare P280
(Performer)

3rd – Females 30 months +;
Kildare Lois 2

2020 Bell Show Results

Grand Champion South Devon
Bull; Kildare P280 (Performer)
Female; Kildare Lois 2

Senior Champion Female;
Kildare Lois 2

Reserve Senior Champion Female;
Jambili Poppet

Junior Champion Bull;
Kildare P280 (Performer)
Reserve Champion Junior Bull;
Jambili Pocock

2020 Oakey Show

Senior Champion British Female;
Kildare Lois 2

Champion Led Steer;
Jambili 'Chunder'
(South Devon x Belgian Blue)

3rd Place – Bulls 16-19 months
Kildare P280 (Performer)

4th Place – Females Under 12
months
Jambili QT

Jambili & Kildare fly the flag in Qld

Prior to the cancellation/ suspension of the Qld and NSW show seasons, Jambili and Kildare studs were making their presence felt around the local shows, with the studs exhibits receiving broad ribbons at all 3 of the shows they attended.

Kildare Lois 2 has proven to be a strong contender amongst the senior females. Making her show ring debut in Cooyar aged 3 years, she has received a ribbon at all 3 shows and has been praised by every judge for the job which she is doing on her calf Kildare Quizkid – 7 months. This moderate frame cow is proving to others that you don't have to be big to be competitive.

Kildare P280 (Performer) is also proving to be an eye catcher. He missed his opportunity to make his show debut at the 2019 Ekka due to being too young. Instead he had a successful debut at the 2020 Cooyar show as a 16 month old bull. Tipping the scales at 700kg this gentle giant has so far proved to have impeccable manners, allowing Kath McUtchen to show him at his debut and subsequently at each show. (For those who don't know Kath she's about 5ft nothing on a good day). Performer's Dam is Kildare Sassy 25, a multiple broad ribbon winner as well as taking out the coveted Cattlemans Cup at Farmfest in 2017 as a 12 month old heifer. Sassy is out of the Kildare Dianna line, one of Kildare's strongest female lines which also produced Kildare Monsieur.

The British Section of the Oakey Show stud beef cattle section was one of the largest showings that the cattle stewards had ever seen. The largest two classes were those which our young females were in, with both having 9 entries. The bull classes were just as strong with an average of 5 entries in each class.



Kildare P280 (Performer)

Grand Champion
South Devon Bull

Kildare Lois 2

Grand Champion
South Devon
Female Bell Show





Callum McUtchen from the Jambili Stud participated in his first young handlers class this year at the Oakey Show. Callum, aged 8 years, competed in the Under 15 years age group.

The class had approx 40 children participating, with many being students from surrounding high schools. After competing in the first heat and finishing in the top 6, he then competed in the final against the top 6 from the second heat to receive overall 3rd place. Callum lead **Jambili QT**. QT and Callum have a history as he lead her last year as a calf at foot behind Bolinda Blossom. QT is sired by Kildare Monsieur.



Jambili 'Chunder'

South Devon x Belgian Blue. 524kg

1st Heavyweight Class

Champion Led Steer – Oakey Show

Jambili 'Hotstepper' 524kg

3rd Heavy Weight Class



Jambili Pocock

Rsv Champion Junior Bull

2020 Bell Show



Jambili Poppet

Rsv Champion Senior Female

2020 Bell Show

Many thanks to Kath McUtchen for the resuts and photos.

News From Kanama Downs, Victoria

Junior Member Toby Bowron had been very busy until this virus put a



halt on everything. He had success at the Lang Lang Show winning his Paraders Class, placing Second in Young Judges and his heifer **KD Queen** came third in the under 12 months class.

Toby was also preparing a steer for the 2020 Sydney Royal Easter Show, a purebred South Devon Steer, named **Quantum**. Toby made the decision to enter him in the alternate carcass competition arranged by Colin Say & Co, where Quantum performed strongly, receiving 2nd in his Purebred Steer 'led' class, 2nd in Virtual Eating in his class & 3rd on hook in his class.



Kanama Downs Quantum

Carcass Wt- 268.4kg; P8 fat -12; fat colour - 1; muscle score - C;
ema - 75cm2; rib fat depth - 7; pH - 5.40; meat colour - 1C ;
weight for maturity oss - 140; marbling - 2.

Total points: 83.5

PLAYING WITH WORDS

SOUTH DEVON

Something Different

Suitably Durable

Simple Decision

Sunny Disposition

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We'd like your help!

Please give us some words which help us to describe South Devons using the letters S & D

Welcome to our New Councillors

This year we welcome 2 new faces as Councillors for the South Devon Cattle Society of Australia Inc. Due to the AGM being conducted via phone conference this year we will introduce Lee and Will via our newsletter. We look forward to their input and knowledge to assist us to take the South Devon association forward into the new decade. Welcome Gents!



Lee Pippard graduated with a Bachelor of Electrical & Electronics Engineering from UNSW in 1985 whilst serving in the Royal Australian Navy. In 1988 he joined Spruson & Ferguson Patent & Trade Marks Attorneys in Sydney where he subsequently qualified as a patent & trade marks attorney. Lee became a partner of the firm in 1996, specialising in information and communications technology inventions. Lee commenced hobby farming in 2002 at Tannoch Farm in Parma on the NSW South Coast, initially dabbling in Lowlines, followed by Square Meaters. He retired from Spruson & Ferguson in 2016 and, with his wife Suzanne, moved permanently to Parma. After de-stocking and a significant review of different breeds, Tannoch Farm was re-stocked in 2017 with South Devons from the Bolinda dispersal. Lee is an active committee member of the South Coast Beef Producers Association and enjoys sharing South Devons around the district via the School Steer Spectacular run by the Association.



William Randall ("Dalness", Northern Tasmania).

Our family recently returned from 20 years living in Asia. I have had a long career operating within the International Commodity Industry. I started my commodity career developing export markets for Australian Beef into Asia, United States and Europe.

We saw over the last decade the growing demands / expectations of the Asian consumer with respect to; Origin of product and Quality of product. We identified Tasmania as being the state that provided us with ideal location to develop our 'Paddock to Plate' business. It has a natural food tourism market which is growing by the year. We are heavily focused on restoring our native grassland on "Dalness".

We identified South Devon Cattle as being a key part of our heritage herd. With support of members across Tasmania, South Australia, Victoria and NSW in 2019 we have managed to secure enough parcels to develop our small herd to approx. 250. We look forward working with members across all states to build it out further.

Our young team (Myself, Simone, Michael and Billie) look forward to welcoming any society visitors to Tasmania. We look forward to being the flag bearers in Tasmania, supporting the promotion of the breed going forward and helping to attract younger farmers away from Angus back to South Devons.

NEWSLETTER
CONTACTS

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Find us on Facebook;

Australian South Devons



Website:

australiansouthdevons.com

Thank you

Our sincere thanks to Gaylene Garratt of Brejayanne Stud, Victoria and Neil Hagger of Watinga Stud, Willalooka South Australia. Neil and Gaylene both decided to not recontest this year's elections.

We would like to acknowledge and thank them for their years of dedication as Councillors. We appreciate their guidance and look forward to their continued association with the society.

Wanted South Devon Females

There has been an enquiry for a small number of South Devon Females of breeding age. Preferred from NSW or Victorian/South Australian location. Please contact Heather (by email with details/photos) if you may be able to help.

AGM - Update

This year's AGM was held by phone link up. A Council meeting will be held (also by phone hook-up) on Tuesday 5th April. After the election of office bearers, one of the main agenda items will be whether to proceed with the preparation and publication of the 'Review' magazine.

A motion was passed at the AGM that the magazine must be self-funding, or it will not be printed. This means that unless we, as members, support the magazine through advertising (either our own or by finding some commercial advertisers) there will be no magazine. So, get your thinking caps on, prepare your ads and ask your suppliers for their support.

NEXT NEWSLETTER WILL BE OUT (HOPEFULLY) AROUND THE END OF MAY. It will focus on where we are heading with the 'Review' and, if possible, will include projected cost of advertising so we, as members, can plan our requirements and start working on our submission.

I will also include a stud profile. I would like to include at least one stud profile per newsletter for the foreseeable future, so please feel free to submit yours for inclusion. Keep them to no more than two pages. Please send your articles as 'word' documents, not as a 'pdf', and as an attachment, not just in the body of the email.

Happy Reading. Stay Safe and Well.