SOUTH DEVON CATTLE SOCIETY of AUSTRALIA Inc.

NEWSLETTER No.2 Issue 2026

Thank you to the members that have submitted articles for this Newsletter edition. Some very interesting, informative and challenging reading.

The farmers' usual discussion point has not let us down again; the weather is still a well discussed issue. Flooding rains over much of our country, stable seasons in other parts, droughts continuing and some partially broken, inland seas and so it goes, always a new challenge. The best news for the Beef industry has been the improvement in our commodity prices in most areas of Australia, it has been a long time coming!

Several members will soon be packing their bags and off to the World Conference and tour. If you have any issues that you would like to have discussed that affect the world please let me know, on paper please, so that I can raise it at the World Council meeting which is held during the Conference period, for some it has been challenging having booked through the Middle East and changing bookings to what we hope is a safer route, the Asian destinations. You can follow the tour on the Field Farm Tour website where the itinerary is printed. New regulations now apply for entry to the UK so another task to be attended to. The magazines have been posted and have arrived ready to go into the delegates bags and recent conversation with the UK members indicate that they are eagerly waiting to show some of their country that has not been on the itinerary in previous tours. Safe travel everyone.

It is disappointing that only one member has responded to the appeal for information and photos for the Australian presentation during the World meeting. This is an opportunity to put your product before the breeders across the world, an opportunity that only comes up once every three years and eagerly looked for by all participants, many recalling visits on former tours, always creating discussion and sparking memories.

In the meantime, I trust that the winter brings a stable season to our farming and South Devon families.

Until the next Newsletter which will be a report of the UK tour and Conference,

Daphne Lines (Editor)

Amazing South Devon Cattle in the Southern Highlands of NSW

South Devon Cattle are naturally calm in nature and great to interact with, as all breeders know. They have attributes that all other breeds are aiming for: a docile temperament, naturally marbling meat, mothering ability, feed efficiency as well as no known genetic defects in the breed - as well as adaptability for doing well in the vastly different weather types throughout this country. The breed is gaining traction with increased interest in the US, being supported by large cattle breeders such as the Leachman cattle group; the breed is well supported in the United Kingdom. New Zealand, and South Africa. The recent grouping of live heifers in Australia for the live export to China speaks for itself, let's keep getting the word out there.

(Some photos from the Braxton Herd below)

Stephen Harris – Member SDCSA

RED or BLACK - KNOW YOUR CUSTOMER

Our main customer is a processor of Prime Grass fed EU Accredited Beef. The coat colour is irrelevant. If the season does not allow us to finish all of our steers to the above specifications, we then sell some in a store market with mainly feed lot buyers. We sell the black ones in such a sale as we have learnt in the past the red ones have a $1 per kilogram discount. That was $400 per animal less for us.

We sell a few Bulls. One customer has taken 3 lots of BLACK ones over a few years, another wants the occasional RED bull. Another customer has returned for more red cows to use with an Angus bull.

So, you can See that most of our customers want BLACK animals.

Why then would I invest in a red Bull from Canada? Some years ago, I would have bought DLCC Dodge City from the Geiss family for his outcross pedigree to that herd. Unfortunately, he was deceased before he could be collected for export. He was renowned easy calving, BLACK with good growth and carcase. He was widely in USA to such an extent that he is both the paternal and maternal line of SCC KENEWORTH 4K

Kenworth has proved himself in Canada and even though he is red I am sure to get the required number of black animals that I require. Calves are expected in September 2026.

We are honoured to have schools ask us for steers for their Agriculture programs. These steers are fed for 120 to 150 days and prepared for the Royal Adelaide Show. As well as grooming and parading the animals the students are taught the economics of rearing them and the value of the carcase. Had two such steers which we donated to schools last year. After processing, the carcases were analysed and both received over 90 points, 1 RED 1 BLACK.

Neil Hagger – member SDCSA

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