

BELMONT RED SALE AND FIELD DAY ADVERTISING FEATURE

The pride of the north return

BY MATT SHERRINGTON

A STELLAR draft has been selected for the second annual Belmont Red Sale and Field Day taking place on Tuesday, July 17.

Vendors Jeanne Seifert and Ian Stark will host the event at their property, Wonga, North Jandowae, where 47 Belmont Red bulls will be offered from their stud Seifert Belmont Reds and by fellow sale vendors Robert and Jane Sherry, Wahroonga Belmont Reds.

"We'll present 31 bulls bred and born on our marginal, ticky lantana forest country north of Crows Nest, Qld," she said.

They're unpampered and never treated for buffalo fly or ticks (except to clear to Wonga) meaning maximum levels of resistance, tropical adaptation and hardiness are genetically fixed with in them, and is heritable."

She said their solid reputation, and history of using the original, and what is widely regarded as the best genetics in Australia, allows their stud to deliver the highest quality trusted breeding.

"We're hands on and both intimately involved in every aspect of the operation, and our combined practical skills and theoretical knowledge push the boundaries of genetic gain to breed better bulls each year.

"Our breeding philosophy of using facts and figures plus type means we produce high performing, fit for purpose bulls, which produce consistent profitable progeny backed by deep pedigrees.

"We have the scale to breed large volumes of bulls with exceptional fertility, temperament and carcass traits, with JBAS 7 status. Our biggest client is CPC where we supply up to 50 bulls per year, we also sell to other producers, both big and small, in the NT, Qld and NSW."

Mr Sherry said at Wahroonga Belmont Reds they run their stud cows alongside their commercial herd in Ironbark forest country where non-performing cows are culled and they have a mating period from Australia Day until Anzac Day.

"We have competed in local and national carcass competitions for the last ten



REGAL REDS: Vendor Ian Stark with a selection of the Seifert Belmont Red bulls drafted for the sale.

years with pleasing results. In that period our aim was to produce bulls with outstanding carcasses while also achieving high fertility rates.

"It only seemed natural when we began breeding bulls two years ago that we would concentrate on the same attributes."

He said the 16 bulls selected for the sale "are a testament to this focus".

"They're moderate framed and produce high yielding carcasses, which is we believe, required for a value based market into the future.

"They have good balanced

growth and carcass EBV's, with most in the top 20 per cent for scrotal size."

"They're all polled or scurred, morphology tested, and were carcass scanned in late April, with results to be available at the sale.

"We're pleased to offer our genetics to our existing and new clients."

At the inaugural sale in 2017 a 100pc clearance was achieved with the 19 bulls offered grossing \$134,500 to average \$7078.

Pre-inspections are available from 7.30am to 9.30am on sale day and by appoint-

ment on July 15-16.

Online bidding through Elite Livestock Auctions will be available from 8am, with the live helmsman auction to start at 12.30pm, attendees will be able to bid in person, via the app, or an agent. Both the online and helmsman auctions will close at 1.30pm.

The day will also feature guest speakers David Hill, David Hill Livestock & Marketing, who'll present on objective carcass assessments, and Tim Emery, Tropical Beef Technology Services, who'll discuss how EBV's can be applied practically.

Post-sale a complimentary lunch will be served with guests welcome to then stay on for drinks.

Belmont Red benefits

African and British genetic combinations inherent in the Belmont Red breed offer the best of both worlds according to Ms Seifert.

As a tropically adapted Bos Taurus breed, the African genetic base of the stabilised Belmont Red makes them different from Bos Indicus composite breeds based on the Brahman.

"This makes the Belmont

Red an optimal sire breed to boost hybrid vigour in any F1 or cross breeding operation, over either Bos Indicus, British, or Euro breeds.

"In one adapted and complete low input cost package, the Belmont Red is one of the most profitable cross breeding sire options available to the beef industry today.

"Of importance then and now, was the CRC research findings that demonstrated Belmont Reds and related Sanga composites produce an extra gross profit of \$24 (on grass) and \$76 (on grain) per AE compared to Brahmans (due to superior fertility, earlier finishing, meat quality and MSA compliance) at an individual herd level.

"It was also revealed that changing 25pc of the northern Brahman herd over 10 years to a Belmont Red tropical composite based one, would translate to an annual benefit (by 2013) grain finished of \$730 million extra profit. These figures would be exponentially higher now."

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