



# FUTURITY SHORTHORNS

*The Brand of Consistent Quality*

Winter Newsletter 2019

## Welcome to the Winter Newsletter

With the first days of Winter upon us, it has been very mild weather until the last few days. This has delighted one member of our family as he's not had to cut any firewood! While another member has started practicing for the wood burning Olympics.

We were fortunate enough to get some much needed rain at the end of March. 125 mm in 4.5 hours which was a bit destructive, though now all the dams are full and some oats are planted we are very grateful. Some follow up rain has helped the oats along and we look forward to having some to graze for the first time in 2 years.

Our commitment to keeping the production system moving forward has been a costly exercise and we have been rewarded with good pregnancy rates.



On the 1st of May we hosted a producer information day followed by a Private Treaty Sale.

Guest speakers Keith Hammond, JBS Australia and Graham Winnell, Shorthorn Beef gave some interesting updates and insights for Shorthorn Producers going forward.

Keith reported on facts from JBS Australia that currently 85% of the Thousand Guineas Brand is going into 3 main markets.

- Japan in number 1 spot taking 680mt in 2018
- Korea number 2 taking 440mt in 2018
- Australia is 3rd taking 280mt in 2018

The Korean market sees the brand as a generic 2+ product mainly used in further processing and retail. Whereas in Japan and Australia the product is sold into higher end restaurants who are branding the Thousand Guineas product on their menus.

JBS have seen growth into SE Asia and in particular into Singapore and Indonesia where the brand is pitched in high end Food Service, Restaurant and retail shops.

They have some key distributors with very loyal customers both in Australia and Japan. JBS are slowly



growing volume as supply has allowed, including the introduction of the TGS program at Beef City this year as more northern numbers became available.

**JBS want to continue to sustainably grow the brand to 500 head a week coming from a base of 200 head a week when we launched in 2016 and today currently sitting at around 400hd per week.**

**Since we launched the brand we have paid close to \$70 head more than a M1 British bred animal and on par or paying higher than Angus money for shorthorns going into the program.**

In Australia the focus has been on the Food Service sector particularly the supply into pubs and restaurants with TGS being a niche brand. Continuity of supply is our biggest challenge. Customers demand consistent quality and supply before they will risk their reputation and business backing the TGS program.

Our specifications and service have the program well demanded, managing the demand/supply equation variable is our biggest challenge. If you would like to become a supplier and be rewarded with the premiums, all it takes is becoming a registered producer with Shorthorn Beef.

Graham Winnell, Shorthorn Beef gave a presentation regarding the opportunities for Shorthorn breeders to participate in the Satellite programs when Shorthorn Beef make the transition the IGS analysis.

The market is valuing genetic improvement more and particularly the role genetics can play in helping to achieve the ever tightening specifications of today's Beef brand managers.

With the transition to IGS commercial Shorthorn producers will be able to participate in genetic evaluation without the cost burdens that currently exist.

Graham communicated that in an unprecedented collaborative effort between Shorthorn Beef, leading Shorthorn seedstock producers and progressive commercial producers, the opportunity to capture commercial phenotypes and carcass data has never been more real.

# Annual On Property Bull Sale

THURSDAY 29TH AUGUST 2019

## 60 BULLS

The average of this years sale bulls performance data when compared within the breed

### Easy Care / Quick to re-breed

- Top 15% for Calving Ease
- Top 20% Days to Calving
- Top 30% Birth Weight

### Dollars in your pocket

- Above average for growth
- Top 35% for Carcase Weight

### Optimum Carcase Specifications

- Top 20% for IMF
- Top 30% Eye Muscle Area and Fat

### Bulls to cover all the Bases

- Top 20 % Domestic Maternal Index
- Top 15% Export Maternal Index
- Top 20% Northern Maternal Index

### The Main Sires Represented

Futurity Edged In Stone K148

Yamburgan Sparta K571

Futurity Fully Loaded F109

The Grove Gigabyte J837

Yamburgan Hector J423

Carathes Hastings

Futurity F118

Southcote Hero

**Download Catalogue:**

[www.futurityshorthorns.com/on-property-sale/](http://www.futurityshorthorns.com/on-property-sale/)

From 25th July 2019

## Futurity N326



	CE	CE	GL	BWt.	200D	400D	600D	Mcw	Milk	SS	DtC	Cwt	EMA	Rib	Rump	RBV	IMF
	DIR	Dtrs		(kg)	(kg)	(kg)	(kg)	(kg)	(kg)	(cm)	(days)	(kg)	(sq.cm)	(mm)	(mm)	(%)	(%)
EBV	+3.8	+4.9	-4.1	+2.3	+26	+44	+56	+47	+5	+2.1	-6.4	+35	+5.2	+1.3	+2.9	-0.1	+1.0
Acc	47%	39%	72%	75%	70%	73%	68%	61%	42%	72%	49%	56%	59%	65%	65%	59%	51%

INDEX - DMI (\$) +\$ 55 EMI (\$) +\$ 52 NMI (\$) +\$ 64

SIRE: Futurity Edged In Stone K148 DAM: Futurity Ossies Mary Ann G81

## Futurity N316



	CE	CE	GL	BWt.	200D	400D	600D	Mcw	Milk	SS	DtC	Cwt	EMA	Rib	Rump	RBV	IMF
	DIR	Dtrs		(kg)	(kg)	(kg)	(kg)	(kg)	(kg)	(cm)	(days)	(kg)	(sq.cm)	(mm)	(mm)	(%)	(%)
EBV	+8.0	+7.6	-3.5	+0.8	+23	+36	+45	+37	+4	+2.1	-4.8	+36	+6.5	+0.9	+1.5	+0.7	+0.9
Acc	46%	38%	73%	75%	70%	73%	67%	61%	40%	72%	47%	55%	59%	65%	65%	59%	50%

INDEX - DMI (\$) +\$ 55 EMI (\$) +\$ 58 NMI (\$) +\$ 62

SIRE: Futurity Edged In Stone K148 DAM: Futurity Taboos Mary Ann H73

## Futurity P13



	CE	CE	GL	BWt.	200D	400D	600D	Mcw	Milk	SS	DtC	Cwt	EMA	Rib	Rump	RBV	IMF
	DIR	Dtrs		(kg)	(kg)	(kg)	(kg)	(kg)	(kg)	(cm)	(days)	(kg)	(sq.cm)	(mm)	(mm)	(%)	(%)
EBV	+3.1	+2.2	-3.1	+2.1	+26	+40	+61	+56	+5	+2.2	-4.9	+42	+4.9	-0.5	-0.6	+1.2	+0.9
Acc	48%	40%	50%	72%	63%	62%	62%	57%	40%	56%	38%	48%	47%	49%	49%	45%	40%

INDEX - DMI (\$) +\$ 43 EMI (\$) +\$ 50 NMI (\$) +\$ 56

SIRE: Carathes Hastings DAM: Futurity Enia H8



## Futurity N321



PP

	CE	CE	GL	BWt.	200D	400D	600D	Mcw	Milk	SS	DiC	Cwt	EMA	Rib	Rump	RBY	IMF
	DIR	Dtrs		(kg)	(kg)	(kg)	(kg)	(kg)	(kg)	(cm)	(days)	(kg)	(sq.cm)	(mm)	(mm)	(%)	(%)
EBV	+3.7	+1.1	-0.7	+1.5	+26	+36	+54	+32	+5	+2.2	-1.3	+38	+6.1	+2.0	+3.7	+0.2	+0.7
Acc	44%	35%	71%	74%	69%	72%	67%	59%	39%	72%	48%	54%	58%	63%	64%	57%	48%

INDEX - DMI (\$) +\$ 43 EMI (\$) +\$ 45 NMI (\$) +\$ 59

SIRE: Futurity Edged In Stone K148 DAM: Futurity Zulus Mary Ellen F64

## Futurity N266



PP

	CE	CE	GL	BWt.	200D	400D	600D	Mcw	Milk	SS	DiC	Cwt	EMA	Rib	Rump	RBY	IMF
	DIR	Dtrs		(kg)	(kg)	(kg)	(kg)	(kg)	(kg)	(cm)	(days)	(kg)	(sq.cm)	(mm)	(mm)	(%)	(%)
EBV	-1.2	+2.9	-2.8	+3.7	+32	+44	+64	+72	0	+2.4	-8.2	+42	+7.1	0.0	+0.1	+1.8	+0.4
Acc	43%	34%	70%	73%	68%	70%	65%	58%	36%	70%	44%	52%	57%	63%	63%	57%	47%

INDEX - DMI (\$) +\$ 46 EMI (\$) +\$ 42 NMI (\$) +\$ 56

SIRE: Yamburgan Sparta K571 DAM: Futurity Zeuses Mary Ann K38

## Futurity N325



PP

	CE	CE	GL	BWt.	200D	400D	600D	Mcw	Milk	SS	DiC	Cwt	EMA	Rib	Rump	RBY	IMF
	DIR	Dtrs		(kg)	(kg)	(kg)	(kg)	(kg)	(kg)	(cm)	(days)	(kg)	(sq.cm)	(mm)	(mm)	(%)	(%)
EBV	+6.2	+5.3	-2.8	+1.7	+26	+37	+51	+42	+4	+2.8	-4.7	+39	+6.4	-0.1	-0.4	+1.6	+0.7
Acc	48%	39%	72%	75%	70%	73%	68%	61%	43%	73%	50%	55%	58%	64%	64%	58%	50%

INDEX - DMI (\$) +\$ 49 EMI (\$) +\$ 55 NMI (\$) +\$ 59

SIRE: Futurity Edged In Stone K148 DAM: Futurity Phenomenons Muriel E49

## Futurity N310



	CE	CE	GL	BWt.	200D	400D	600D	Mcw	Milk	SS	DiC	Cwt	EMA	Rib	Rump	RBY	IMF
	DIR	Dtrs		(kg)	(kg)	(kg)	(kg)	(kg)	(kg)	(cm)	(days)	(kg)	(sq.cm)	(mm)	(mm)	(%)	(%)
EBV	+10.9	+7.6	-6.1	+2.7	+27	+46	+58	+64	+8	+1.1	-5.7	+35	+3.2	0.0	+1.3	0.0	+0.7
Acc	49%	43%	72%	74%	69%	72%	67%	61%	44%	71%	47%	55%	58%	64%	64%	58%	50%

INDEX - DMI (\$) +\$ 56 EMI (\$) +\$ 51 NMI (\$) +\$ 64

SIRE: Southcote Hero H1 DAM: Futurity Fully Loaded Enia J6

## Futurity N213



PP

	CE	CE	GL	BWt.	200D	400D	600D	Mcw	Milk	SS	DiC	Cwt	EMA	Rib	Rump	RBY	IMF
	DIR	Dtrs		(kg)	(kg)	(kg)	(kg)	(kg)	(kg)	(cm)	(days)	(kg)	(sq.cm)	(mm)	(mm)	(%)	(%)
EBV	+1.0	+4.0	-1.2	+2.7	+25	+41	+57	+59	+6	+1.7	-1.7	+41	+5.4	-2.0	-3.0	+2.4	+0.6
Acc	41%	30%	37%	73%	67%	69%	66%	58%	36%	70%	43%	51%	55%	60%	60%	54%	45%

INDEX - DMI (\$) +\$ 35 EMI (\$) +\$ 43 NMI (\$) +\$ 44

SIRE: The Grove Sherlock DAM: Futurity Enia H8

## Futurity N241



PP

	CE	CE	GL	BWt.	200D	400D	600D	Mcw	Milk	SS	DiC	Cwt	EMA	Rib	Rump	RBY	IMF
	DIR	Dtrs		(kg)	(kg)	(kg)	(kg)	(kg)	(kg)	(cm)	(days)	(kg)	(sq.cm)	(mm)	(mm)	(%)	(%)
EBV	+2.5	+6.0	-1.9	+3.4	+34	+47	+63	+53	+3	+2.9	-7.1	+40	+5.4	0.0	+0.2	+1.4	+0.5
Acc	46%	38%	56%	63%	60%	61%	60%	52%	45%	58%	42%	50%	50%	53%	53%	49%	45%

INDEX - DMI (\$) +\$ 53 EMI (\$) +\$ 51 NMI (\$) +\$ 64

SIRE: Yamburgan Sparta K571 DAM: Legends Ruby Y45





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**Grassland Conference**  
**3-4 July 2019**  
**Town Hall, Gunnedah**

**Renewed focus on livestock systems for resilience – the swing back to forages**

Jason has been asked to present at the Grassland Conference in July. He will be discussing integrating silage systems into a beef cattle enterprise for profitability and environmental sustainability.

Further information:  
George Truman, Convener  
Ph: 0427 505 040  
Email: [george.truman@lls.nsw.gov.au](mailto:george.truman@lls.nsw.gov.au)  
[www.grasslandnsw.com.au](http://www.grasslandnsw.com.au)



## BULL WALK AND BEEF TECHNOLOGY DAY

**Wednesday 31st July**



### primefacts: Managing pastures after drought

Despite the fact that a number of us are still experiencing drought conditions, it is important to look to the future of managing pastures after the drought. An interesting and informative primefact from the NSW DPI written by W. McDonald and B. McGufficke details the effects of drought on pastures and soil fertility.

It has some good practical information on how to assess what has survived, how to manage what's left and moving forward to resowing, renovating options and weed control. To read the full article <http://www.dairyfertility.com.au/hgf/managing%20pastures-after-drought-primefact41%20NSW%20DPI.pdf>

*A blonde and a redhead have a ranch. They have just lost their bull. The women need to buy another, but only have \$500.*  
*The redhead tells the blonde, "I will go to the market and see if I can find one for under that amount. If I can, I will send you a telegram."*  
*She goes to the market and finds one for \$499.*  
*Having only one dollar left, she goes to the telegraph office and finds out that it costs one dollar per word. She is stumped on how to tell the blonde to bring the truck and trailer.*  
*Finally, she tells the telegraph operator to send the word "comfortable." Skeptical, the operator asks, "How will she know to come with the trailer from just that word?"*  
*The redhead replies, "She's a blonde so she reads slow: "Come for ta bull."*

**2019 WORLD SHORTHORN CONFERENCE**  
**3rd & 4th October**  
**Wagga Wagga NSW**  
[www.shorthornbeef.com.au](http://www.shorthornbeef.com.au)

If you are looking for a few days away the 2019 World Shorthorn Conference might interest you. There is a great lineup of Industry speakers ready to answer questions and inform us on key industry research, analytics and events.

For a full prospectus visit <https://shorthornbeef.com.au/wp-content/uploads/2019/01/World-Conference-prospectus.pdf>

**Jason & Kylie Catts**  
"Glen Ayr"  
212 Wangmans Rd  
Baradine NSW 2396

**Jason:** 0429 479 249  
**Kylie:** 0427 979 249  
**Home:** 02 6843644

**Email:** [catts@futuraityshorthorns.com](mailto:catts@futuraityshorthorns.com)

**[www.futuraityshorthorns.com](http://www.futuraityshorthorns.com)**