

# GELBVIEH GAZETTE

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## Gelbvieh honours to Summit stud

### 2002 Perth Royal Show

In a fairly even tussle for honours, Summit Gelbvieh stud won the top prize of the day, with Aloma Melinda taking the sash as supreme champion Gelbvieh having already being declared senior and grand champion female.

The Summit Gelbvieh stud of the Pugh Family, Narrikup also won the sash for reserve junior champion female when Summit Madeline rounded off a most successful day.

The Morawa campus of the WA College of Agriculture also had a very rewarding trip to the Show, when judge Terry Nolan, Gympie, Queensland declared Mowag Wirlwind - "a good functional work-

ing sire" - the junior and grand champion bull.

Another WA College of Agriculture Morawa bull - Mowag Wilson, described as a bull with "balance, clean lines and structure soundness" - was sashed as the reserve junior champion bull.

Double Bar Winsor, T & L Kitchen, Double Bar Gelbvieh stud, Elgin was sashed the junior champion female, with the same stud, through Double Bar Royal Rebel taking the winners sash in the sire's progeny group.

The award for reserve senior champion female went to Glendale Unicorn, Vinnicombe & Fleming, Serpentine.

*Farm Weekly, October 10, 2002*

The Gelbvieh  
Association of  
Australia wishes all  
members a very  
Merry Christmas  
and a Happy  
New Year!



Please note: The Gelbvieh Association  
Office will be closed from 23 December  
2002 until the 3rd January 2003.

## Christmas Update, December 2002

### *Vale - Daryl Reynolds*

The Gelbvieh community recently lost one of its most noted Western Australian members, Daryl Reynolds. Daryl very sadly died on 6th November after a very long and painful battle with illness.

Daryl's reputation as a breeder of high quality seedstock came to the fore with the reluctant Dispersal of High Plains Gelbvieh Stud early in the year, where bulls topped at \$6000 for High Plains V Man who sold to Morawa Agricultural College and females topped at \$3050. The dispersal was a credit to what the Reynold's Family have achieved with their herd in only six years.

Daryl travelled extensively in search of his foundation females. He established High Plains through the dispersal of Phil Doyle and the late Clem Varley's Glen River Gelbvieh Stud. Other Studs he purchased cattle from included, Elmshire, Benchmark, Marloo, Double J, Kenso park, Karinya and many more.

The Gelbvieh community will miss Daryl and the members send their thoughts and condolences to his wife Susan and family.



## Tuerong Park's third in a row

A two-year-old Gelbvieh bull, Tuerong Park Vagabond from John Stubbe's Tuerong Park stud, Mt Martha, in his first showing at the Melbourne Royal Show, was named champion and supreme exhibit from 10 entries paraded by three exhibitors.

The bull had an eye muscle area of 116 square centimetres and weighed 975 kilograms.

Judge Brett Kirk, Blackwood, Middlesmount, Queensland, said he was a big strong bull, very long and correct and had "plenty of meat" on him. Compared with the younger bull placed as reserve he had a little more meat lower in the hindquarter.

The reserve champion bull, Tuerong Park Whisky, was also shown by Dr Stubbe.

The stud has shown the supreme Gelbvieh exhibit at Royal Melbourne for the past three years.

Dr Stubbe has been farming for about 56 years and has operated a stud for 24 years, beginning with Murray Greys, then Limousins, which he still has. He began breeding Gelbviehs 12 years ago after seeing them in Canada and Germany.

Champion cow, Glengarry Gold Nellie, was paraded by Sam Degabriele, Glengarry. Mr Kirk said the cow, which graduated from the more than 30-month-old class, was his idea of an ideal productive unit.

"She is moderate in size, she appears to me to be a very productive female and she's structurally very correct. She has a good udder placement and to me she's a good unit."

Mr Kirk chose a heifer shown by Tuerong Park as the reserve over the other mature female in the more than 30 months old class, also owned by Dr Stubbe.

"I think this female has the ability here to go on and be a nice productive female. She's got quite good udder development for her age and she's got that good wedge shape and femininity about her that I was looking for," Mr Kirk said.

Tuerong Park also won the three group classes and was named most successful exhibitor.

*Stock and Land, 26 September, 2002*

**Royal Easter  
Show 2003  
ENTRIES CLOSE  
Friday 17th  
January 2003**

## Ebony Lodge Steer and Carcase Results

### Gippsland Challenge Hoof, Hook and Hide Hoof Results

**1st** and **2nd** in the supermarket trade

**4th** in the light domestic

**3rd** pair of steers

**4th** pen of three

**Junior Producer** for schools and under 21 y.o.  
Jarryd Cutler 3rd (10 Years).

### Hook Results

**1st** supermarket trade

**1st** B.L.A. highest scoring carcase

**2nd** light domestic

### Champion Carcase

### Hides

**3rd** in supermarket and light domestic.

**Grand Champion** Animal Overall Hoof, Hook and Hide.

**Junior Producer** Under 21 Cameron Cutler (12 years).

The Champion and Reserve Champions on the hoof were by Limousin bulls out of Gelbvieh x Short-horn cows. There were 139 steers in the competition. Only 3 Gelbvieh and 3 Balancers were entered again being only 3.5% of the total number but won or placed in 92% of the competition.

### Yarram Steer and Carcase Competition

#### Hoof Results

#### Commercial Cow and Calf Judged as a Unit

**1st** with a purebred Gelbvieh Cow and Calf.

A first calver by Ebony Lodge Sorrento with a 9 month steer calf by a son of B.K. Max

**1st** Pair of Milk Vealers

**1st** Supermarket Trade

#### Champion on the Hoof.

This competition is normally dominated by bullocks and this was the first time an animal under 12 months won Champion on the hoof.

#### Hook Results

**1st** Supermarket Trade

**1st** Pair of Vealers

**Champion Carcase** and **Grand Champion** Overall.

The **Champion** on the Hoof, also **Champion** Carcase.

Our two pairs of steers in the Lardner Grass Fed Trial are putting on 1.25kgs per day and the Carcase results of the first turnoff known soon.

*Larry Cutler*

## "Gone Fishin"

At the end of October the Cutler Family heard the call to "GO WEST" and so we hung the "GONE FISHIN" sign on the front door, packed our bags and headed to Western Australia for a short holiday.

We had a couple of days in Perth doing touristy things (had a great tour of the WACA cricket ground) and just trying to forget the worries of being a farmer in the present drought conditions. Western Australia is also in the ravages of the drought with water restrictions in force throughout Perth.

Allan and Sue Kelly picked us up from Perth and treated us all to some great hospitality. We stayed with Allan and Sue during which time we saw some great cattle at different peoples places and went fishing for the famous West Australian Blue Groper.

Allan showed us his cattle and was justifiably proud of his program with some outstanding calves and young bulls as well as a number of super females. It was good to see Ebony Lodge Sultan again looking terrific in his work clothes and covering cows. His influence in the herd is evident when Allan points out a bull calf with a huge hindquarter and as long as a train. Also first calvers with calves by Ebony Lodge Up N over who is another sire that is leaving a legacy of quality calves both male and female. Allan recently purchased a third sire "Ebony Lodge Warlock" a son of V.P. Hawk out of Ebony Lodge Madeline T14 an exciting young sire that should excel in the Braeside herd.

Next we were off to Kojonup for a visit with a Norolle bull leaving some really good calves. Steve Magini also had purchased Ebony Lodge. Sorrento at Daryl Reynolds dispersal sale where he had been doing a great job. His progeny have been outstanding at Ebony Lodge and it was great to see him working cows in the paddock and looking a real picture. I am sure Crystal Ridge will certainly go ahead in leaps and bounds when his calves hit the ground next year. Steve and Marion were great hosts and we all left quite a bit heavier due to the great tucker.

John and Kim Pugh were the next we visited with John in full swing making silage which is the main feed in the feedlot John operates. We were treated to a lineup of yearling heifers by the new sire Judd Ranch Grand Prix 53G. You would go a long way to find a better lineup of heifers. The showstring heifers were particularly good with optimum fleshing, easy doing ability and great teat and udder development. The show heifers are out of one of our best females Ebony Lodge Madeline T23 an outstanding daughter of the super sire Red Baron and from the legendary Glencoe Madeline.

John was joining some of his females to his new sire he purchased from Braeside Stud, a stunning young sire by Ebony Lodge Sultan. John said he was the standout bull in the allbreeds bull assessment trial where he excelled in weight gain to such an extent that Allan was accused of fiddling his age. However when John saw his mother with her next calf at foot calved 11 1/2 months after this bull was born he realised what a top calf he was and purchased the bull.

Finally we went to Windy Harbour and some serious fishing. Some great fishing followed with all the boys and myself catching fish. Yes, I did catch a Blue Groper as well as a bag full of other fish.

I would like to thank Steve and Marion Magini, John and Kim Pugh and especially Allan and Sue Kelly for their fantastic warm hospitality. We all felt very much at home.

The Gelbvieh breed is in good shape and good hands in WA and saying that after seeing only three herds you might think a bold statement but all three breeders assured us that they were just the tip-of the iceberg. I have no doubts the breed will go from strength to strength.

Our apologies to all those people we never got to see but we were limited by time and THE FISH WERE BITING.

*Cheers and Beers, Larry Cutler*

### **Beef Australia 2003 Rockhampton, Queensland, April 26 - May 4 2003**

Beef Cattle Judging - April 29 and April 30

Interbreed Judging - April 30, 7.00pm

Entries close for Beef Cattle Judging 31st January 2003

**For more information** visit us at our website: [www.beefaustralia.org](http://www.beefaustralia.org)  
email: [beefexpo@beefindustry.org](mailto:beefexpo@beefindustry.org), Ph: 07 4922 2989, Fax: 07 4921 3787

Accommodation Enquiries Ph: 1800 676 701

# The Customer Loss-Gain Cycle

Despite your best efforts you will probably lose 15% of your customers this year. These people will stop buying for many reasons - death, a change in management practices, to try another line of seedstock, dissatisfaction with your cattle, or because they went out of business. It is usually not personal, it's just the way business is.

"My records show that customer loss is inevitable," a respected registered breeder and successful beer distributor told members of the Livestock Publications Council some time back. "It is as true for the beer business as it is for the cattle business," he added.

So unless you are an exception you must replace 15 percent of your customer base each year - just to stay even. Breeders who plan to grow at a modest rate of five percent a year need to attract even more new customers.

If, for example, you sell cattle to 100 people annually then your program must be geared to attract from 15 to 20 new buyers every 12 months. A small breeder might be able to do this through personal contact. But a breeder with a large customer base probably won't have the time to make personal sales calls on this scale, while still servicing his large customer base. Only a very few potential new customers that you talk to within any given year will soon buy from you. That's where a good marketing plan comes in. Advertising and public relations is what you do when you can't go out and see people.

Keeping customers happy and coming back year after year should be a marketing program's first order of business, since they account for some 85 percent of sales. Keeping customers satisfied requires a lot of tender loving care. Customer service includes more than providing an outstanding genetic package. As most every breeder of registered seedstock knows, it involves looking after customers, keeping them satisfied, knowing what they want and need. Customer service is time consuming and involves a lot of personal contact.

What's more, good customer service brings in new customers. New people can learn about you from your most enthusiastic, satisfied customers. But sometimes it

seems that seedstock producers rely on word-of-mouth advertising a little too much. I was on a program with some registered breeders earlier this year. They all seemed to believe that most of their new customers come from word-of-mouth advertising, even though they each invest a good deal in media advertising. I am not sure why, except for the fact that too few breeders seem to understand the power of advertising and public relations, and how to use it properly.

Attracting new business requires that you have a program to reach out to people who know little or nothing about you and your operation. This program must be designed to convince potential customers that you and your cattle offer value for dollars invested. You must convince them you know that you are doing and that you will stand behind your product.

You do this by offering potential customers real benefits that they will receive when they deal with you and purchase your cattle. Since most of your new customers will already be in the cattle business, you must convince them that they should buy from you rather than the breeder they last did business with. The competition is tough, particularly when the cattle business isn't expanding. When you win a new customer it usually means that someone else has lost one.

To make things more complicated, nearly every registered breeder must attract customers from two different cattle markets segments. Most breeders sell bulls to commercial cattle producers. They sell females, bull semen and only a few if any bulls to other registered breeders. Seldom can buyers from these two markets be reached with the same media and marketing program. An Oklahoma breeder once explained to me what a revelation it was when he realized that the people who bought his bulls were in a different business from those who bought his registered females. These two market segments often read different publications and associate with a different group of people. Running an ad for registered females in a publication that is read primarily by commercial cattle producers, isn't an efficient use of money.

But this is all basic seedstock marketing. You identify markets, set breeding goals, and then develop effective marketing programs to reach and influence the right people. And, as it turns out, one of these goals must be to attract 15 to 20 percent more new customers each year to generate the new business you need to grow and prosper as a registered seedstock breeder.

*By Keith Evans, Gelbvieh World, October 2002*

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• World Gelbvieh Conference 2003 •  
• February 26-28, 2003, Houston, Texas •  
• For More Details Please Contact •  
• The American Gelbvieh Association •  
• 10900 Dover Street, WESTMINSTER, CO 80021, USA •  
• Phone: 303 465 2333, Fax: 303 465 2339 •  
• Email: info@gelbvieh.org, Website: www.gelbvieh.org •  
• Conference Deadline, January 15, 2003 •  
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## **REMINDER**

**1 JANUARY 2003**

Membership fees are due. Please return your renewal form and cheque by 1 January 2003. A tax invoice will be sent when we receive your payment.

**17 JANUARY 2003**

Herd inventory adjustments due. Please ensure your yellow inventory adjustment sheets are returned on time so that your invoice will accurately reflect the females in your herd.

### **Drinks to honour Michael Bullen**

Drinks to honour Michael Bullen will be held during the Sydney Royal Show on the evening of 14th April, 2003, at the Sydney Showground.

**If you would like to attend  
please contact:-**

Margie Single - 02 6764 2267

Sue Salier - 02 6783 4272

*Season's  
Greetings*

