

2025

The Australian Gelbvieh Journal



MIDAS GELBVIEH
presents



Semen
Packages
Available

DAVIDSON
HIS GIFT

Packages of
25 or 50
straws

Sire: Davidson The Gift 110B

Dam: Miss Bee 51B



Price On Application - Please contact Chris Braithwaite

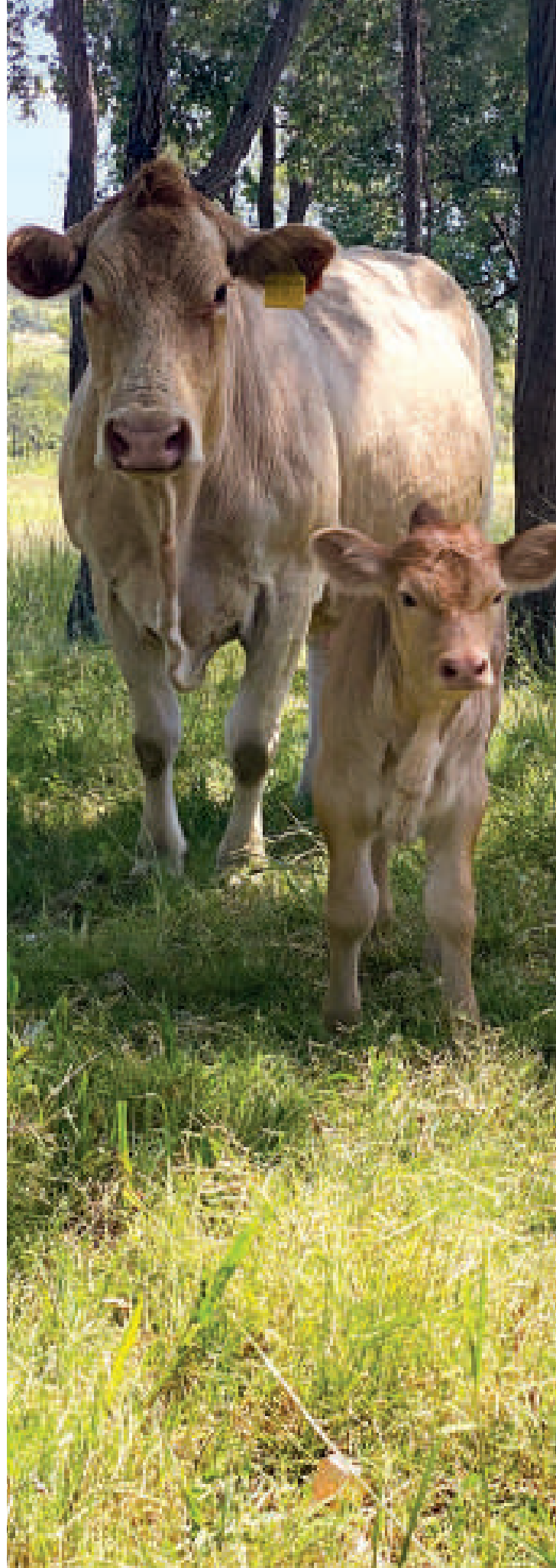
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Gelbvieh 2024-2025 President Report

Firstly, I would like to extend my sincere gratitude to the AGA Council for their support over the past 12 months. A special mention goes to Cameron for his years of dedication to the Council—I wish him all the best in his future endeavours.

I would also like to take this opportunity to thank Thomas, who has committed to staying on the Council for the next two years and welcome Alex, who is rejoining us after a short break, and Michael, who has accepted a position on the Council. Your contributions will be invaluable as we continue to drive the breed forward.

I want to express my appreciation to everyone I've had the privilege of working alongside. Together, we have achieved a great deal, most notably the transition to IGS. I especially want to thank our members for entrusting us with the responsibility of advancing the Gelbvieh breed.

The past 12 months have been challenging for many across Australia, with ongoing economic and financial pressures compounded by persistent dry conditions in various regions. Despite these difficulties, the Gelbvieh Association has successfully integrated with IGS, and our data is now live. I encourage as many members as possible to utilize DNA testing and contribute data to the database, as this will strengthen our breed's genetic evaluations. The transition to Genetic Hub has had its challenges, but together, we are navigating this new system and making progress.

On a positive note, Gelbvieh cattle have performed well across Australia, with strong sales and a relatively stable cattle market. Looking ahead, I firmly believe we must invest in promotion and advertising. Increasing awareness of Gelbvieh—particularly through steer trials, feedlot trials, and steer competitions—is essential for the breed's growth. Given that our numbers remain small in Australia, every effort in marketing and exposure will be beneficial.

Once again, thank you for your support. I look forward to the next 12 months and wish everyone good health—and, of course, let's all hope for much-needed rain in the regions that need it most.

Aderian Nixon

Editor's Notes

Welcome to the 2025 edition of The Australian Gelbvieh Journal!

We're thrilled to bring you the first instalment of what we hope will become a much-anticipated annual tradition. This publication is a celebration of all things Gelbvieh — from breeder success stories and the latest scientific insights, to the inspiring personal journeys that make our community so special.

A heartfelt thank you goes to Julie Nixon for her many years of dedication to this magazine. Julie's tireless efforts have played a vital role in keeping our community

informed and connected — her contribution has not gone unnoticed.

We're also excited to welcome Emma Opperman of Emz Photography & Design to the team. Emma has come on board to design advertisements for our breeders, and we're incredibly grateful for her creativity and support.

A huge thank you goes to the amazing team at Bart n Print for their advice, help, and — most of all — their patience as we brought this inaugural edition to life. Their support has been absolutely invaluable.

This journal is more than a publication — it's a platform for our members to share, celebrate, and contribute to the future of the Gelbvieh breed. We hope you enjoy reading it as much as we've enjoyed putting it together.

We're already looking forward to the 2026 edition and can't wait to continue this journey with you.

*Warm regards,
The Editorial Team*

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Reflecting on the Gelbvieh Journey: From History to Australian Success



It's always valuable to look back at where we've started to truly appreciate how far we've come. The Gelbvieh breed, with its deep European roots and rising popularity in Australia, is a testament to thoughtful breeding, adaptability, and consistent performance. From humble beginnings in Germany to strong influence in modern cattle production, Gelbvieh continues to prove its worth on the global stage.

Origins in Germany

The Gelbvieh (pronounced Gel-fee, meaning "yellow cow" in German) breed traces its roots to 16th-century Franconia, in southern Germany. Developed from red and red-brown Celtic and Germanic cattle, Gelbvieh were bred for their strength, uniform colour, and solid working ability.

By the late 19th century, the breed was being refined through a formal breeding policy. In 1897, the Nürnberg Breeders Association for "Gelbes Frakenvieh" was formed. Gelbvieh quickly evolved into a dual-purpose breed, valued for both meat and milk. The official breed society was founded in 1899.

A major turning point came in the 1950s, when a new breeding policy incorporated artificial insemination (AI). In 1958, the German government introduced strict progeny testing, selecting for milk and meat production, maternal traits, fertility, calving ease, and carcass quality. These scientific methods helped elevate Gelbvieh to one of Germany's most productive cattle breeds.

By the mid-20th century, although only 15% of cattle at German fat stock shows were Gelbvieh, they won 48% of the championships—a testament to their quality and performance.

Global Expansion

Gelbvieh's rise caught international attention. By the 1960s, North American and UK breeders were importing muscular European breeds like Charolais, Limousin, and Simmental. Quarantine stations were set up, and these breeds began to reshape cattle herds across the UK, Canada, and the USA.

Although Gelbvieh entered the scene later—in the mid-1970s—the breed quickly gained momentum. In the 1980s, the U.S. Meat Animal Research Center (MARC) in Nebraska ran comparative breed trials. Gelbvieh stood out, especially for maternal traits and weaning weight per calf. These results prompted widespread adoption in southeastern Nebraska, where Gelbvieh became the breed of choice for balancing meat, milk, and maternal efficiency.

The Australian Story: From Pioneering Imports to a Thriving National Presence

It's always rewarding to look back at where we started, as it gives perspective on how far we've come. The Gelbvieh journey in Australia is a story of vision, adaptation, and steady growth—from a little-known European import to a breed now recognised across the country for its maternal strength, docility, and impressive weight gains.

The breed first took root in Australia in the mid-1970s when imported semen from Scotland was used by a handful of forward-thinking cattlemen. These early adopters recognised the breed's moderate birth weights, muscle mass, and maternal instincts as strong foundations for building quality herds.

By the late 1970s, artificial insemination programs using Gelbvieh genetics had commenced, particularly in Queensland and Western Australia. The first purebred graded-up Gelbvieh were registered in the early 1990s, and by then, the breed had gained a modest but growing following. Milestones such as major interbreed championship wins at prominent shows helped increase visibility and interest.

Throughout the 1980s and 1990s, importation of live animals, embryos, and semen introduced greater genetic diversity to the Australian population. These imports helped local breeders strengthen herds and refine traits to suit Australian conditions. The emphasis was on retaining the breed's key advantages—maternal efficiency, milk production, docility, and adaptability—while improving weight-for-age performance and carcass quality.

Continued Growth and Innovation

Today, Gelbvieh cattle are bred in all Australian states, from tropical northern regions to the temperate south. The breed has proven adaptable across diverse climates and production systems, and both stud and commercial herds now utilise Gelbvieh genetics to achieve specific breeding goals.

Many Australian breeders have embraced the use of Gelbvieh in crossbreeding programs to capitalise on hybrid vigour. Crosses with British and other European breeds have delivered excellent results in terms of calving ease, weight gain, fertility, and carcass yield—making Gelbvieh a key contributor to maternal-based beef production systems. In particular, the development of Balancer cattle (Gelbvieh x Angus) has gained



popularity due to their balance of growth and calving ease.

Performance data collection, genetic evaluation, and breed plan recording are now common practice within Gelbvieh herds. Many breeders are utilising Estimated Breeding Values (EBVs) to track and improve productivity traits such as birth weight, weaning weight, 200-day weight, and milk production. These objective tools allow for data-driven decisions and support continuous genetic improvement across the breed.

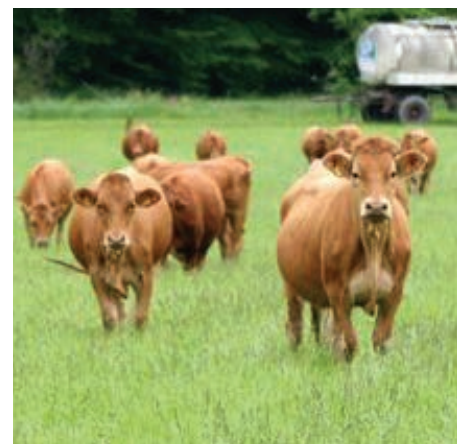
Recognition and the Road Ahead

Gelbvieh cattle continue to make a strong impression in Australian show rings and carcass competitions. The breed is now regularly recognised for its performance in interbreed and maternal classes—showcasing the hard work and dedication of Australian breeders over the past four decades.

Breed societies and associations have played an important role in promoting Gelbvieh genetics and supporting the breeder network nationwide. Through field days, shows, and regional expos, they provide opportunities to share knowledge, discuss breeding goals, and encourage the next generation of producers.

As sustainability, efficiency, and animal welfare remain key concerns for the modern cattle industry, Gelbvieh stands out as a breed that offers balanced solutions. Its maternal strength, docile nature, and proven feed efficiency position it well for the challenges and opportunities ahead.

Whether in purebred herds or part of a progressive crossbreeding program, Gelbvieh continues to offer Australian cattle producers a reliable, productive, and forward-thinking genetic option.



Big Wins for Gelbvieh Breeders at Beef 2024 in Rocky



There was a real buzz around the Gelbvieh breed at this year's Beef Australia event in Rockhampton, with two standout cattle making a big impression — Spartan from Kadfarm Gelbvieh and Yeletta from Midas Gelbvieh.

For Brian and Jasmin Kaddatz from Merrindale Gelbvieh, their bull Spartan took out top spot, and it was a huge moment — especially after 30 years of hard work in breeding. Spartan, who's nearly 3 years old, was named champion by judge Andrew Olive. "He's done well before as a junior, but this time everything just came together," Brian said. Spartan's strong build and muscle, plus some seriously good fat scores, show just how far the Kaddatz family has come with their breeding program.

Meanwhile, over at Midas Gelbvieh, Chris Braithwaite's cow Yeletta and her calf were also turning heads. She won both Grand Champion Female and Senior Champion Cow. She's nearly 3 years old too, and comes from top genetics, thanks to a Western Australian bull with Canadian roots. Judges were really impressed with how well put together she was, especially her structure and udder.

Chris says the key has been bringing in top-quality genetics from outside his herd. "It just worked really well with what we've got here," he said.

Both of these wins were a great look into the future for Gelbvieh in Australia. It is clear that all breeders are passionate about what they do, and the results at Beef 2024 show that Gelbvieh cattle have a strong future here in Australia — mixing tried-and-true breeding with fresh ideas.





Results

CALF FEMALES

- Class 1 – Female 6 months and under 9 months
1st – Midas Windlass U022
- Class 2 – Female 12 months and under 15 months
1st – Weetalabah Lady in Red U206
- **CALF CHAMPION FEMALE**
Weetalabah Lady in Red U206
- **RESERVE CALF CHAMPION**
Midas Windlass U022

CALF MALES

- Class 3 – Bull 12 months and under 15 months
1st – Midas Ustinov U005
- **CALF CHAMPION MALE**
Midas Ustinov U055

JUNIOR FEMALES

- Class 11 – Heifer 15 months and under 17 months
1st – Midas Emm T043
- Class 12 – Heifer 17 months and under 19 months
1st – Merrindale Treasure
- Class 13 – Heifer 19 months and 21 months
1st – ATG Tabitha
- **JUNIOR CHAMPION FEMALE**
Midas Emm T043
- **RESERVE JUNIOR CHAMPION FEMALE**
Merrindale Treasure

JUNIOR MALES

- Class 17 – Bull 17 months and under 19 months
1st – Midas T036
2nd – Kevlor Torpedo T283
3rd – Merrindale Tigga
- **JUNIOR CHAMPION MALE**
Midas T036
- **RESERVE CHAMPION MALE**
Kevlor Torpedo T283

SENIOR FEMALES

- Class 21 – Heifer 21 months and under 24 months
1st – Midas Sheraton T018
2nd – Weetalabah Power Willy T240
3rd – Merrindale Trinity
- Class 22 – Cow 24 months and under 30 months
1st – Midas Zena S041
2nd – Weetalabah Ultra Violet T255
3rd – ATG Taffy
- Class 23 – Cow 30 months and under 36 months
1st – Midas Yeletta S024
- **SENIOR CHAMPION FEMALE**
Midas Yeletta S024
- **RESERVE SENIOR CHAMPION FEMALE**
Midas Zena S041

GRAND CHAMPION FEMALE
Midas Yeletta S024 (Midas Gelbvieh)

SENIOR MALES

- Class 29 – Bull 24 months and under 30 months
1st – Midas Titan T005
2nd – Weetalabah Truck Yeah T207
3rd – Weetalabah TwoTwo Too
- Class 30 – Bull 30 months and under 36 months
1st – Kadfarm Gelbvieh Spartan
- **SENIOR CHAMPION MALE**
Kadfarm Gelbvieh Spartan
- **RESERVE SENIOR CHAMPION MALE**
Midas Titan T005

GRAND CHAMPION MALE
Kadfarm Gelbvieh Spartan (Merrindale Gelbvieh)

GROUP CLASSES

- Class 33 – Exhibitors Group
1st – Midas Gelbvieh
2nd – Merrindale Gelbvieh
3rd – Weetalabah Cattle
- Class 34 – Sire Progeny Stakes
1st – Midas Gelbvieh
2nd – Merrindale Gelbvieh
- Class 35 – Dam Progeny Stakes
1st – Merrindale Gelbvieh

Canadian Genetics Available for Export

For anyone planning a trip to Canada to invest in Canadian genetics, please contact the Canadian Gelbvieh Association office.



Royal Western Gelbvieh “RWG”

Rodney & Tanya Hollman
Find us on Facebook!
royalwesterngelbvieh.com
realworldgenetics.ca
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Contact us direct for export
semen & embryos opportunities.

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dhurlburt@sasktel.net
Fir River Hennessy 711H
Tattoo FRL711H
Registration CDGV175459
Exportable semen.
Red in colour and is Homozygous
Polled.

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Lincoln & Austin Hollman
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Gelbvieh Advantage Bull Sale
Feb 27-28th, 2026
DLMS Farm Gate Timed Auction
Inquire for semen or embryos.

Gelbvieh.ca

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There's a Lot Going On!

Welcome fellow Gelbvieh enthusiasts to Lara Park Gelbvieh.

We started 2025 with gusto by launching our website.

The creation of which has been sitting on our priorities list since we bought our first Gelbvieh cattle from Shirley Trennery (Balgowan Gold) three years ago!

However, the universe decided to teach us that there are real priorities, the ones you can't ignore.

Firstly, we had a mystery to solve! One of deep concern. Let's call it 'Watergate'. A Turkey nest dam full of water, found empty, as though someone had pulled the plug. Worse still, a repeat performance some months later. To this day we have no idea where all that water went! But we made 'dam' sure that we would never again rely on all our water being in one Turkey nest, so to speak.

Secondly, fencing which at first glance looked reasonable but needed

sorting out...you know the story. Thank goodness for Gelbvieh cattle being respectful of fences. Their quiet nature, such a valuable trait.

On we went with cattle handling facilities that had to be upgraded to comply with OH&S. Breeding plans, calving, assessing nutrition and health, pasture improvement, webinars, seminars, conferences, zoom meetings, YouTube.....I don't know if we drew breath those first few years.

Early this year after rereading an article by Joe Barnett from Twin View Livestock, Canada, (Building Gelbvieh Market Share, pp 38-40, Australian Gelbvieh 2024 Triennial Magazine) I felt prompted to act.

Joe's first point is, 'Have a detailed and up to date website'. Bingo!

Let's just say we are not from the digital native generation and when you haven't the knowledge of how to do something Joe Barnett says, 'find someone who can help'.

Lucky for us we have creative children who offered to collaborate with us on this project.

Have you felt financial deficit at the livestock exchange when your Gelbvieh cattle were overlooked?

Not black, not red and white...but because of their honey red colour they are misunderstood. Even though comments that were made were favourable regarding how they looked, condition and disposition. It hurts when you know your product is good but discounted because of colour. Let's not go there!

It doesn't feel good. We needed to do something extra, to reach out from behind the farm gate to give potential buyers the information they need to get excited about the Gelbvieh breed.

We hope our website will do this.

We agree with Joe when he says, 'if you don't have established markets, the creation of high-quality cattle can seem fruitless if we aren't rewarded financially'.

Enjoy looking at our website, get to know us some more, and if you are in East Gippsland we'd love to see you at Lara Park.

Ruth Burford



Merrindale Gelbvieh: A Legacy of Excellence and Innovation in The Australian Cattle Industry

Beef 2024 was a highlight for Brian and Jasmin Kaddatz and their family of Merrindale Gelbvieh when their Kadfarm Gelbvieh Spartan won the bull category for 30 months and under 36 months, and then went on to win Grand Champion Gelbvieh bull.

"This was a wonderful conclusion to the year and a mark of recognition for a journey that began over 30 years ago when Brian's parents, Brice and Frances Kaddatz, brought the Gelbvieh breed to the northern tropics and began a crossbreeding program with the Brahman breed," Jasmin said.

The Kaddatz program has been built with the commercial cattle industry in mind, utilising events like the Gympie Carcass Classic as an educational and information-gathering tool to maximise profitability for their herd. They use this data to select bulls and females, benefiting their end users—the commercial cattle producers. "This also makes our crossbred cattle well suited for any climatic condition in Australia," Jasmin said.

"We have made a conscious decision to use registered animals on both sides of our crossbreeding program to provide the best information to



our customers." Gelbvieh cattle have been involved in trials around the world, and the information gathered has made them one of the best breeds for use in various crossbreeding programs.

Not only do they add the benefits of their own breed, but they also magnify the strengths of the breed they are crossed with. So much so, the Balancer (Gelbvieh x Angus) has its own herd book in North America and is rapidly spreading around the world as one of the best production animals for commercial producers.



well-muscled progeny with optimal finishing ability.

"We place a lot of emphasis on our cow families and the maternal capabilities of the breed," Brian said. "We believe the value of a bull is largely determined by his mother and the daughters he will sire."

At Merrindale, the Kaddatz family also focuses on foot and udder quality, as well as structure and phenotype.

The Australian Gelbvieh Breed Society has recently transitioned to the IGS data system, which is used by both the American and Canadian societies. This system offers the most comprehensive data pool available.

When combined with DNA collection, which is now a key part of the breed's resources, it provides Australian breeders with critical information for their breeding programs.

"We know our commercial customers value these traits, and we believe it is our responsibility as seedstock producers to go above and beyond in providing the necessary data," Brian said.

Brian and Jasmin recently attended Agribition in Canada, which has partnered with Beef Australia.

It proved to be a pivotal experience for the Australian Gelbvieh group, as breeders embarked on a journey of exploration, collaboration, and knowledge exchange.

The tour, which began in November 2023, saw the Australian delegation—led by Brian and Jasmin—arrive in Regina for a week of insightful engagements and strategic discussions. The primary focus of the trip was to forge partnerships

with prominent Canadian Gelbvieh breeders and explore opportunities for introducing outcross genetics into Australia.

Brian and Jasmin returned with a wealth of information and a clear vision for the breed and their customers. Beyond visual assessments, discussions centred around potential collaboration in genetic exchange, including embryos and semen, with a focus on securing Australian rights. This exchange not only demonstrated a commitment to enhancing genetic diversity in Australia but also highlighted the collaborative spirit that defines the global Gelbvieh community. The trip provided an invaluable firsthand understanding of the breeding philosophies and operational intricacies of the ranches they visited.

This multifaceted approach underscored the depth of consideration in their efforts to enhance and diversify the Gelbvieh landscape in Australia. Engaging with fellow breeders, they delved into bloodlines and explored potential export opportunities.

Gelbvieh cattle range in colour from a golden honey shade through to deep, rich red and also black.

This makes them ideal for crossing with most breeds to produce an even, solid colour that gives a uniform appearance in the paddock and saleyards. "Gelbvieh is a unique breed in the beef industry, not only for the invaluable traits it brings to a commercial breeding program but also for the way it enhances the best traits of any breed it is combined with," Brian said.

Jane Lowe
Queenslander Farmer Today

They complement both British and tropical breeds, making them highly versatile. The Gelbvieh breed has become one of the most utilised in the USA for composite breeding, ensuring maximised profits.

Gelbvieh cattle are known for their quiet and inquisitive temperament. They excel in many major traits, contributing excellent maternal qualities, such as high fertility, early puberty, and good milk production.

The breed also combines lower birth weight with explosive, curve-bending growth rates, producing heavy,



DISCOVER THE ONLINE SUPPORT HUB



Farming is both rewarding and challenging, with unique pressures tied to the seasons and unexpected events like natural disasters.

The National Centre for Farmer Health's Support Hub is here to help.

Find a range of mental health resources, support and practical tools, to help farmers navigate tough times, manage wellbeing, and stay resilient through challenges.

This is not a crisis support page. If you, or someone you know is in immediate danger, call 000 immediately.

Take care of yourself and your mates – explore the hub today

farmerhealth.org.au/support-hub

What you'll find in the hub

- Mental health support – Know who to call when you need it
- Practical tools and resources to improve your wellbeing

Why use the support hub?

- Explore the national support and resources available, as well as state-specific information
- Access free, and easy to use tools at any time
- Prepare for the challenges of the farming calendar or recover from extreme events



Why Gelbvieh Genetics Are a Smart Choice for Commercial Herds

When it comes to improving the performance and profitability of commercial herds, adding Gelbvieh genetics can make a big difference. Whether you're running a herd of British, European or Tropical cattle, crossbreeding with Gelbvieh can bring a range of benefits that show up both in the paddock, at sale yards or on the hook.

Here's a look at how Gelbvieh cattle can help take your herd to the next level.

More Growth, More Muscle

Gelbvieh cattle are known for their fast growth rates and excellent muscling. Calves from Gelbvieh-cross cows often wean heavier and hit target weights sooner. That means more kilos on the truck and quicker turn-off times—both great for the bottom line.

A major U.S. crossbreeding study conducted by the U.S. Meat Animal Research Center (USMARC) found that Gelbvieh-sired calves had the highest weaning weights of all breeds tested, along with strong post-weaning growth (USMARC, 2007).

Fertility and Maternal Strength

One of Gelbvieh's standout traits is fertility and maternal ability. Gelbvieh females reach puberty early, have a high conception rate, and are great mothers. They're known for producing plenty of milk, which gives calves a strong start in life.

Research shows that Gelbvieh-cross cows maintain strong reproductive performance across a range of conditions, helping to ensure a tight calving window and fewer dry cows.

Excellent Temperament

Handling ease is a big plus in any commercial operation. Gelbvieh cattle generally have a calm and

manageable nature, making them easier to work with in the yards. This not only reduces stress on both humans and animals but also improves safety for everyone involved.

More Meat, Less Waste

Gelbvieh genetics are ideal for improving yield in your herd. With less waste fat and more lean muscle, Gelbvieh-influenced cattle typically produce high-yielding carcasses. This has been backed up by studies showing that Gelbvieh crosses offer top dressing percentages and high retail beef yields (Johnson et al., 1990). This can give producers an edge in grid-based markets where carcass quality and yield directly impact price.

Hybrid Vigour at Its Best

Crossbreeding with Gelbvieh can introduce hybrid vigour (heterosis) into your herd—especially when used over British, European or Tropical breeds, with the registered Balancer breed being one of the most used composite breeds in both America and Canada. This boost shows up in fertility, growth, and overall health. Calves tend to be stronger, hardier, and more efficient.

Hybrid vigour is especially useful in tougher environments, where every advantage counts.

Real-World Results

Across Australia, commercial producers using Gelbvieh bulls over British and Euro cows have reported:

- **Heavier weaners** without extra feed costs
- **Higher conception rates** and fewer empty cows
- **Improved temperament** in yard work
- **Better dressing percentages** and market returns

Adding Gelbvieh genetics to your commercial herd isn't just about changing colour or shape—it's about building a more productive, profitable, and adaptable herd. Whether you're chasing faster growth, better fertility, or higher carcass value, Gelbvieh can deliver where it counts.

Thinking of giving Gelbvieh a go? Chat with your local breeder or get in touch with the Australian Gelbvieh Association—we'd love to help you explore the possibilities.

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- Johnson, D. D., Huffman, R. D., Williams, S. E., & Hargrove, D. D. (1990). "Effects of breed and sex on carcass characteristics and meat quality of young bulls and steers." *Journal of Animal Science*, 68(2), 343-350.

By Jasmin Pace-Kaddatz



Gelbvieh Cattle Impress at 2024 Ekka

Judging at the 2024 Ekka in Brisbane really showed off how far the breed has come in Australia. There were some top-notch animals on display and a lot of proud moments for breeders who've been putting in the work.

Before the cattle hit the ring, everyone paused for a quiet moment to remember Ian Rogers — a true legend in the Gelbvieh world. Ian and his wife Val have been big supporters of the breed for years. Val said it best: "Ian loved his Gelbviehs."

You could really feel the respect for him in the air.

Then it was down to business. MIDAS Gelbvieh came out strong across the board. Their young heifer Windlass U022 won her class (8–16 months) and took out Junior Champion Heifer – she looked fantastic and showed a lot of promise. Another young heifer, Emm T043, also did well, winning her class (16–20 months) and getting Reserve Junior Champion.

In the older female classes, MIDAS really cleaned up. Zena S041 won Senior Champion and went on to be crowned Grand Champion Cow or Heifer – her structure and fertility were next level. Yeletta S024 came in with the Reserve Senior Champion title, showing just how consistent their breeding program is.

It wasn't just the females turning heads either. The bull classes were packed with quality. Merrindale Ulrich KF5U212 won his class (8–16 months), showing Merrindale's solid breeding efforts. But the real star was MIDAS Ustinov U005, who won his age class (16–20 months), then grabbed the Junior Champion Bull title. He later took out Grand Champion Bull too — big, muscly, and built just right.

For the older bulls, MIDAS T036 took Senior Champion, and Weetalabah Truck Yeah T207 earned Reserve — both impressive animals that showed off the kind of beefy, feed-efficient cattle Australia's producing.

In the group categories, MIDAS absolutely dominated again. They won the Pair of Bulls and the Breeder's Group, and wrapped it all up with the title of Most Successful Exhibitor for the day. It was a great reflection of their consistent, high-quality breeding.

All up, the 2024 Ekka was a massive win for the Gelbvieh breed. With studs like MIDAS, Merrindale, Weetalabah, Kevlor, and Australian Tropical Gelbvieh leading the charge, it's clear that this breed has a strong future in the Aussie beef scene. The passion and attention to genetics on display this year were seriously impressive — the kind of stuff that keeps the industry moving forward.



Above: Grand Champion Cow Or Heifer, Midas Zena S041

Below: Grand Champion Bull, Midas Ustinov U005



Results

JUNIOR HEIFER

- Class 170 Heifer - 8 months and under 16 months
1st - Midas Windlass U022
2nd - Weetalabah Lady in Red U206
3rd - Merrindale Unity KF5U210
- Class 171 Heifer - 16 months and under 20 months
1st - Midas Emm T043
- **JUNIOR CHAMPION HEIFER**
Midas Windlass U022
- **RESERVE JUNIOR CHAMPION HEIFER**
Midas Emm T043

JUNIOR BULL

- Class 172 - Bull 8 months and under 16 months
1st - Merrindale Ulrich KF5U212
- Class 173 - Bull 16 months and under 20 months
1st - Midas Ustinov U005
- **JUNIOR CHAMPION BULL**
Midas Ustinov U005
- **RESERVE JUNIOR CHAMPION**
Merrindale Ulrich KF5U212

SENIOR COW OR HEIFER

- Class 174 - Cow or Heifer 20 months and under 30 months
1st - ATG Taffy ATGPT438
2nd - Merrindale Trinity KF5PT192
3rd - ATG Tabitha ATGPT451
- Class 176 - Cow 30 months and under 60 months
1st - Midas Zena S041
2nd - Midas Yeletta S024
- **SENIOR CHAMPION COW OR HEIFER**
Midas Zena S041
- **RESERVE SENIOR CHAMPION COW OR HEIFER**
Midas Yeletta S024

GRAND CHAMPION COW OR HEIFER
Midas Zena S041



SENIOR BULL

- Class 176 - Bull 20 months and under 30 months
1st - Midas T036
2nd - Weetalabah Truck Yeah T207
3rd - Kevlor Torpedo KLAT283
- **SENIOR CHAMPION BULL**
Midas T036
- **RESERVE SENIOR CHAMPION BULL**
Weetalabah Truck Yeah

GRAND CHAMPION BULL
Midas Ustinov U005

GROUP CLASSES

- Class 178 - Pair of bulls
1st - C R Braitwaite (Midas Gelbvieh)
2nd - Brian & Jasmin Kaddatz (Merrindale Gelbvieh)
- Class 179 - Breeder's Group
1st - C R Braitwaite (Midas Gelbvieh)
2nd - Brian & Jasmin Kaddatz (Merrindale Gelbvieh)

MOST SUCCESSFUL EXHIBITOR
C R Braitwaite (Midas Gelbvieh)



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BEST Farming Systems:

TM Bio-stimulant lifts pasture to new heights



Most are aware of Stuart opting to use Best TM Agricultural 6 years ago to assist in the management of severe pasture dieback. On a recent service call Stuart & Lynda confirmed they could never have imagined the dramatic difference achieved in their pasture since taking that decision. Notably, Stuart's mum, who has been on the property for most of her life states that the pasture is in the best shape she has ever seen.

For openers, pasture dieback appears to have been banished as there has been no sign of it even under the tough conditions prior to the recent break in the weather.

The big bonus however is the dramatic change in pasture density and health. Stuart points to paddocks

that were once overrun with wild cotton and a variety of other weeds, which are now a sea of vibrant pasture including thriving pangola, star grass, green panic, rhodes grass and other species.

Not by design but as it is, one paddock which is awkward to access has never been treated with TM. The difference is stark in contrast, with the pasture in that block patchy, competing with weeds and lacking vitality.

Rockstar Brahman produces it's own high grade brahman stud cattle and also prepares recipients for other studs. Pasture quality is a top priority in pursuit of peak performance for their cattle. BEST Farming Systems TM Agricultural bio-stimulant with Best Fulvic Plus booster has set that

foundation firmly in place. Stuart states "in addition to the great results, easy application with a boomless nozzle at an annual cost around \$15/ha makes the process cost effective and simple". Application becomes a valuable fill in job. "If I have a couple of hours to spare a quick addition of the TM liquid into the spray tank and I am on the job. I have found it so effective that if I happen to have to spray the odd paddock for weeds I put the TM & Fulvic in the tank with the herbicide. It does it's job on soil health and improves the herbicide effect at the same time.

Brice Kaddatz

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Getting The Perfect Shot

The average person takes 22 photos a day. More than 3.2 billion images, and 750,000 videos are shared daily. The power of one image can make or break a sale, there is no debating that!

Your business is perceived by its image. Obtaining a great photograph of your livestock all comes down to presentation. Are the cattle in good physical condition? What do their surroundings look like? Are they clean, have they been clipped? Does your photographer or camera gear have the ability to capture all of your hard work accordingly?

What does it mean to be a herd bull or a brood cow? Herd bulls look best in good physical working condition, while being photographed on green grass. To me, that is the definition of an attractive bull representation. They're at the peak of their abilities. Hormones are flowing nicely, and they look like they should...bulls! Breeding females look best when they are in

good physical condition, and milking. Again, often on green grass. These conditions are, after all, the soul purpose of breeding cattle. And so, it is ideal to represent them to the very best of their abilities. Sale animals obviously need to be photographed in a time frame that works with your marketing plan. This is the time to pull as much interest and profit out of them as possible. Photographing on a sunny day, with little distractions surrounding the cattle is the most ideal. Clipping the animals helps to create a clean lined look and more striking final image that naturally will draw the attention of more eyes. However, clipping cattle is not entirely necessary, and does work in some areas and marketing plans.

The single most important part of getting a great image is the conditions. Weather, grass, clean ground, animal presentation and physical condition, etc. After that, it is your photo area, surroundings,

and photo assistants. You could have every element near perfect, but if your photo pen assistants struggle to help pull the best attributes out of those animals, you've only made it to 50% of the final outcome. Not everyone is a great photo pen help, and oftentimes the people you don't expect to be great help, truly are. Hiring a professional photographer is ideal, as they are trained to be a part of your marketing plan, and understand what makes or breaks a powerful image. After all, this is simply product representation! What does the world need to know about your product and how does the customer perceive it?

An ideal photo pen is tidy, with a clean looking fence. Broken boards and pieces distract from the final look, and at the end of the day can read negatively to the audience. The cattle should have enough room to be comfortable to travel in, and take a look around. If the pen is too small, the cattle will tend to have a



more compacted look, and not feel comfortable to come in, look around, and pose comfortably. A popular method is to have cattle standing right along a wind-fence. This, however, is not a powerful or striking look. The fence sucks the power out of the cattle, and makes them look small. I like to pull the cattle off the fence, utilizing perception. The subject is close, and the background is far, thus keeping your subject as the focus. Ideally, the background is as open and free from distractions as possible. Multiple different poses and angles are necessary to try, as the shadows can really add or subtract shape and dimension.

Post-processing of your photographs is very important. Cropping properly, exposing and colour correcting anything that was not able to be done in camera. This is an area I excel in, handling most all ShowChampions on-farm images with over 17 years of experience in photoshop.

By Maureen Tubman

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Feature Gelbvieh Breeder: Annie Mineham (Kevlor Gelbvieh)

Each edition, The Australian Gelbvieh Journal will feature a dedicated breeder who is helping shape the future of the Gelbvieh breed in Australia. Through these interviews, we aim to highlight the passion, experience, and innovation driving Gelbvieh genetics across the country. From seasoned studs to new entrants, every breeder brings a unique perspective to the industry. This year, we spoke with Annie Mineham from Kevlor Gelbvieh about her journey, vision, and commitment to promoting Gelbvieh cattle.



1. Can you tell us about your background in the cattle industry and how your journey as a breeder began?

The Minehan side of my family has been farming for generations, working with sheep, cattle, and cropping, so agriculture has always been in my blood. My passion for the land was sparked early, spending childhood holidays on the family farm, where I developed a deep appreciation for rural life.

My hands-on journey with cattle began in 2006 while attending St John's College in Dubbo. I joined the school's agricultural department and began showing cattle under the guidance of Ben Toll, who led the program and mentored us along the way. Those formative years really solidified my interest in the cattle industry.

After graduating in 2010, I moved to Chinchilla, Queensland, to chase my dream of working more directly in the cattle world. I was fortunate to have the support of Julie and Aderian Nixon, who played a pivotal role in helping me take those first independent steps into the industry. Their mentorship was invaluable and marked the beginning of my personal journey as a cattle breeder.

2. What led you to choose Gelbvieh cattle, and what characteristics of the breed first caught your attention?

After gaining hands-on experience with a variety of cattle breeds during my time at school, I was then introduced to both stud Herefords and Gelbvieh cattle when I moved to Chinchilla. That exposure led me to make the decision to start my own Gelbvieh stud - Kevlor Gelbvieh. What initially caught my attention about the Gelbvieh breed were their standout maternal traits: excellent fertility, strong mothering instincts, and impressive milking ability. These qualities are the foundation of any productive and sustainable herd. As I continued working with them, I also came to appreciate their calm temperament, rapid growth rates, and high carcass yield. Their versatility and overall performance made them the clear choice for me.

3. What were the foundation bloodlines you started your Gelbvieh program with, and why did you select them?

When I started my Gelbvieh program, I focused on sourcing foundation bloodlines that would complement the strong maternal traits I was after while also providing solid performance across the board. I selected genetics that were well-regarded for their consistency in producing cattle with good temperament, high fertility, and strong growth rates.

The foundation of Kevlor Gelbvieh was built on a combination of established Australian bloodlines, including Weetalabah Gelbvieh, Norolle, and Glendale Gelbvieh. To broaden the genetic base and enhance performance traits, I also introduced Canadian genetics through semen purchased from Royal Western Gelbvieh. I was particularly drawn to bloodlines known for their balanced traits—combining high-quality meat production with strong maternal instincts. These genetics aligned perfectly with my

goal of developing a herd that could deliver consistent performance in both the paddock and the marketplace.

With these foundation bloodlines, I felt confident I was setting up a sustainable and high-performing herd for the long term.

4. How has your Gelbvieh herd evolved over the years, and have there been any standout animals or turning points in your program?

Over the years, the Kevlor Gelbvieh herd has faced its share of challenges, including prolonged drought and unforeseen losses that forced a reduction in numbers. Despite these setbacks, the herd has continued to grow modestly, with a strong focus on maintaining consistency, quality, and genetic strength. From the outset, my priority was to build on a solid foundation of proven bloodlines and steadily refine key traits such as temperament, fertility, and carcass quality.

A major turning point came when the first calves from an AI program using Royal Western Gelbvieh genetics hit the ground. Their performance exceeded expectations and confirmed that the breeding direction I had chosen was on the right track. That moment reinforced the value of carefully selected genetics and helped set a clear course for future matings and herd development.

5. How do Gelbvieh cattle fit within your environment and production goals—whether that's purebred or crossbreeding?

Gelbvieh cattle have proven to be a great fit for both our environment and long-term production goals. Operating in a variable climate, including periods of drought, it's essential to have cattle that are hardy, adaptable, and efficient—and Gelbvieh consistently deliver on all fronts. Their strong maternal traits, fertility, and ability to maintain condition even under tougher conditions make them particularly well suited.

While the primary focus has been on developing quality purebred animals, the breed's versatility also makes them an excellent option for crossbreeding which we are experimenting with at the moment. Their growth rates, carcass yield, and docile nature add value in any breeding program. Whether used in a terminal or maternal cross, they contribute traits that improve overall herd performance and profitability. For me, Gelbvieh align perfectly with a balanced approach to breeding—where productivity, sustainability, and structural integrity are all key.

6. What has your involvement been with the Australian Gelbvieh Association and/or the Queensland Gelbvieh Association?

I've been an active member of the Australian Gelbvieh Association since establishing Kevlor Gelbvieh. Being involved in the association has given me valuable opportunities to connect with other breeders, share knowledge, and stay informed about developments within the breed. Over the years, I've taken on a number of roles within the organisation,

beginning as President of the Youth Committee. I've also served as Treasurer of the Queensland Gelbvieh Sub-Branch, and hold key positions including Vice President, Breed Development Officer, Youth Coordinator, and Sales and Marketing representative for the Australian Gelbvieh Association.

Through these roles, I've contributed to meetings, supported promotional events, and actively participated in discussions on breed improvement and future direction. I see my involvement in these associations as an important way to give back to the breed, promote its strengths, and help ensure a strong future for Gelbvieh cattle in Australia.

7. What advice would you give to someone who is considering adding Gelbvieh to their operation?

For anyone considering adding Gelbvieh to their operation, I'd say go for it—but do your homework first. Gelbvieh are a versatile and productive breed known for their fertility, growth rates, docility, and strong maternal traits, all of which make them a valuable addition to both purebred and crossbreeding programs. Whether you're looking to improve carcass quality, increase weaning weights, or strengthen your cow herd's maternal performance, Gelbvieh can offer real advantages.

My advice is to take the time to source quality genetics from reputable breeders who prioritise structure, temperament, and performance. Visit a few studs, ask questions, and make sure the animals you're buying suit your environment and goals. If you're just starting out, don't be afraid to reach out—there's a strong network of breeders and a lot of support through the Australian Gelbvieh Association. Starting with a clear breeding objective and a solid foundation will set you up for long-term success with the breed.

8. What are your goals for your breeding program and for the promotion of the Gelbvieh breed going forward?

My goals for the Kevlor Gelbvieh breeding program are focused on continually improving the quality, consistency, and adaptability of my herd. I aim to produce structurally sound, fertile, and docile cattle that perform well in a range of commercial environments, while maintaining the strong maternal traits that Gelbvieh are known for. Ongoing use of performance data, AI programs, and careful sire selection will continue to drive genetic progress and herd efficiency.

Looking ahead, I'm also committed to promoting the Gelbvieh breed more broadly. That means not only showcasing what Gelbvieh can offer through my own cattle but also supporting breed events, youth development, and breed education. I want to help raise awareness of Gelbvieh's versatility and value in both purebred and crossbreeding operations. The ultimate goal is to see Gelbvieh gain wider recognition within the beef industry for the traits that make them stand out—fertility, growth, carcass yield, and maternal excellence.



Blend Hitting the Market

For Michael and Tracie Borg, blending Gelbvieh bulls with Brahman females has created the perfect combination for their commercial cattle operation in central Queensland.

With properties at Clermont and Dalby, the Borgs have built a reputation for producing high-quality cattle that thrive under harsh conditions.

Calveston, their largest property in Clermont at just under 9000 hectares (22,000 acres), supports 1300 cows, while Mt Wilkin is used for cropping, including sorghum and wheat and cattle grazing.

Mt Bismark, near Dalby, is a smaller property at 250ha and is primarily used for stud cows.

Using Gelbvieh genetics since the 1990s, they value the breed's adaptability, temperament, and growth traits, which lead to superior offspring.

Mr Borg discovered the benefits of Gelbvieh after buying his first bull in Nebo for \$3000.

"We put him in with 120 Brahman cows and, after five months, he sired

80 per cent of the calves. We couldn't believe it," he said.

The crossbred calves were quieter, longer and placid, and most were polled, making them easier to handle during yarding time.

The Borgs' crossbred cattle have gained a strong following in the market.

"Buyers are particularly drawn to the Gelbvieh cross calves for their excellent growth rates and ability to turn into top quality bullocks," Mr Borg said.

"Even in the most challenging times, our cattle have been fetching 30 cents above the market price because of their adaptability.

"People appreciate the genetics of these cattle."

The Borgs sell bullocks to both the Japox market and the store market in Clermont.

"We aim for 340 to 350 kilograms dressed weight for our bullocks, which fetch good prices, especially when they're under two-tooth."

The Borgs also maintain strict breeding practices. "We cull cows with bottle teats and poor temperament, and I only keep heifers that stand on good bone with good type.

" They focus on strong, healthy cattle, ensuring a productive and sustainable operation.

Recently, the Borgs established 600 hectares of cultivation, converting it back to grass, and plan to plant more forage sorghum and Rhodes grass in the future to finish their bullocks.

In early February, they sold Brahman cows at the fortnightly Clermont sales, topping at 292c/kg for 632kg to return \$1847 a head.

They also offered Brahman heifers selling to 334c/ kg weighing 510kg to make \$1704 a head.

As for the current cattle market, Mr Borg is satisfied with the stability. "I'd be happy if the market stayed where it is now. Getting \$1100 per head for steers and \$890 a head for heifers is quite sustainable."

Ben Harden

© Queensland Country Life/ACM

News from Savannah in the Eastern Top End of the N.T.

A Bit of History

Stephen and Valmai Jones were born into the agriculture industry. Stephen's family were involved in dairy and crops, while Valmai's family were in the beef industry.

With a solid background and a lifetime of experience and knowledge in the industry, we decided to start our own stud business 25 years ago. We began by running a small herd on my family's 250-square-mile property, Yeldham Station, in the Gulf Country. We bred Droughtmaster cattle to carry on my family tradition. After my father passed and the property was sold, the family had been running around 9,000 head on Yeldham.

In 2006, Stephen and I bought Renner Springs Station and moved our contracting plant there, along with 100 head of Droughtmaster cows and calves.

Skip forward 20-odd years later, and we started looking for an outcross to introduce hybrid vigour and give our Droughtmasters a boost. We were aiming to improve milking ability and daily weight gains while maintaining the breed's characteristics and kind temperament. We were already seeing 500–800g per day weight gains (grass-fed) from our Droughtmasters, but we wanted to lift our bottom line.

After much research, we decided to try Gelbvieh for a cross—and the result has been fantastic so far.

Our three Gelbvieh bulls arrived at Renner Springs at what was not the best time of year for acclimatisation: the start of summer. They arrived too late for the main joining season, but we weren't worried about that as they needed to acclimatise anyway. They had no problem with the heat.

The bulls were not fed any kind of feed or supplement during the next

four months; they were left to fend for themselves, as they needed to adjust to the native grasses of the North. During that time, we also conducted a trial to see how they handled the insect load in a tropical environment.

From October through to late February, we deliberately avoided treating all stud bulls, including Droughtmasters. During the trial, they were heavily infested with buffalo flies, mosquitoes, sandflies, normal flies, and March flies. All bulls maintained great skin and showed no sores whatsoever.

The ability of an animal to handle all conditions thrown at them is the very foundation of a good tropical herd that will thrive in Northern Australia.

We have now added two extra stud Gelbvieh bulls to our herd. Our Gelbvieh journey continues.

Cheers, Valmai Jones





Vale: Australian Tropical Gelbvieh (ATG)

By Brice Kaddatz

In the mid-1980s, Fran and Brice Kaddatz purchased their first rural property—18 acres of cane paddock at Balnagowan in the Pioneer Valley, near Mackay. With a livable shed, a boundary fence, and a dream, they began their journey into grazing. Their first cattle were a handful of commercial Braford females, and the yards were modest—rosewood rails cut and assembled using a 12v tools hooked to a tractor battery. The journey began.

At the time, sons Brian, Clinton, and Gary were completing school and graduating from Emerald Ag College. In 1989, the family stepped up to a 450-acre cane and cattle property, “River Run,” at Septimus. With plans to transition from sugarcane to a full cattle operation, they hit early headwinds as cane prices collapsed and the industry deregulated.

Encouraged by Brice’s cousin, stud Braford breeder Cliff Flor, they

purchased a few stud females. That began a Braford connection that lasted until a clearance sale in 1994. What came next would define the next 40 years.

Brice, ever the pioneer, read about a new breed—Gelbvieh—in *Small Farms* magazine circa 1989. Richard Sullivan was promoting the breed, and Brice was captivated. Two PTIC recipients from Richard led to the July 1990 birth of Adam and Eve—the first Gelbvieh born in the Australian tropics. Brice followed the breed closely, even joining Richard the day he inspected ELA Trisun in quarantine in Sydney.

Beef 91 was a landmark moment. Paula and Trisun, a champion pair, turned heads, and interest in the breed grew. Around this time, the Kaddatz family connected with Charlie and Jean Borg of Marklands, and Evan and Jean McKenzie of Tantallon. Fran’s folks got involved and the group launched Australian Tropical Gelbvieh (ATG).

Kadfam Adam, their first bull, was joined to diverse Brahman types from Fran’s father’s herd, Max Pullen’s high-grade Brahmans, and Charlie Borg’s heifers. The results were immediate. The Brahman x Gelbvieh females thrived, confirming reports from Brazil that Gelbvieh blood “nicked” better with Brahman than any other Euro breed.

Some of Adam’s F1 daughters bred strongly for over a decade in coastal country around Ilbilbie and Orkatie. Brian and Clinton each invested in an ET female. Though both cows were lost prematurely, Brian’s cow produced Kadfam Smokey—the best F1 Gelbrah bull they ever bred—thanks to a neighbour’s Brahman bull, Strathmore Starformer, jumping the grid. Smokey’s calves were exceptional.

In 1994, ATG and Richard Sullivan hosted the first on-property Gelbvieh bull sale at Marklands. Over 200 graziers attended, and 13 bulls sold in a full clearance, with coverage on local TV. The stud’s first purebred



bulls—sons of Kadfam Eve sold, with one fetching equal top price. It was a landmark event.

That same year, Brice and Fran moved to Gympie, later joined by Brian and Gary. Brian married a local, and the family settled on a 30-acre Miva property. The herd, meanwhile, thrived at Tantallon under the care of Evan and Jean McKenzie until their retirement. After the passing of Charlie Borg in 2003, and Fran's parents a few years later, the herd was dispersed. Brice and Fran brought their share back to Gympie, while Charlie's brother Michael purchased the females, establishing a strong breeding program of his own.

ATG then became a Kaddatz family operation. The herd ran on agisted country at Bells Bridge, in a long association with Greg Edwards. After Brian remarried, he and Jasmin purchased Merrindale at Cinnabar (180 acres), and ATG took up adjoining paddocks at Canina, east of Gympie—now home to the Gelbrah program.

Management fell to Brian and the family has supported full ownership transitioning to him. Last year, Merrindale celebrated a major milestone, taking out Grand Champion Gelbvieh Bull at Beef 2024. Clint and Hayley, based in Mackay and Brice and Fran were happy to step back, the latter remaining on hand for light duties.

The journey spans four decades. Brice held council roles twice and helped promote the breed across Queensland. A cherished memory was showing Bob Conaghan of Barmount Station a VCR tape of Canadian Gelbvieh with ice on their backs. Bob got involved, and shortly after won a \$10,000 prize for a pen of Gelbvieh x Brahman Jap bullocks at Mackay Show.

Through the years, standout sires, Kadfam Adam, Terley, Norolle, Tantallon, Midas, Bar GR, and Summit, shaped the herd. Importantly, the BAR GR (Canada) female line, introduced via ET, made

a strong and lasting contribution, lifting herd quality to a new level. The ATG females today are world-class, and every bull buyer has walked away satisfied.

Fran's instincts, care, and quiet leadership have influenced the herd from the beginning—seeing things Brice didn't, exercising a natural intuition likely passed down from her father.

While the ATG brand may now rest, Gelbrah remains one of the breed's strongest attributes in tropical Australia. Down south, the Balancer (Gelbvieh x Angus) continues to gain popularity.

Our love and best wishes go with the herd to Brian and Jaz. One day, grandchildren might carry on the legacy. We've made lifelong friends along this road and hopefully we'll be sharing the dream a while yet.

All the best in Gelbvieh beef,
Fran & Brice

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Vale Ian Rogers

A Life Dedicated to the Gelbvieh Breed



It is with great sadness that we share the news of the passing of Queensland Gelbvieh stalwart, Ian Rogers, in July 2024. The news came as a shock to many within the Gelbvieh community, where Ian was not only a respected breeder but a passionate advocate for the breed and a familiar face at events and sales across the region.

Ian and his wife Val were longstanding members of the Queensland Gelbvieh scene, having run a successful purebred herd with registered females for many years. Their operation was known for producing quality stock, with Gelbvieh steers regularly finding success at local sales. Ian's enthusiasm for the breed was unmistakable—whether spotted in the stockyards or behind the wheel of his truck delivering cattle across the Stanthorpe district, Ian's love for his Gelbviehs was always front and centre. As Val simply said, "Ian loved his Gelbviehs"—a sentiment that was obvious to all who knew him.

Together, Ian and Val were a formidable team. Ian was the passionate frontman, diving headlong into every aspect of breeding and promoting the Gelbvieh breed. Val, always at his side, offered a steadying presence, helping steer the operation with practicality and quiet determination. Their influence extended beyond the paddock, with both making significant contributions to the Queensland Branch committee. They travelled long distances to attend meetings and events, with Val also taking on the important role of treasurer for several years.

Ian was known not just for his commitment but also for his strong voice. Never one to shy away from a healthy debate, he was known to challenge the status quo, particularly in the early days when the Queensland Branch found itself at odds with the national organisation. Ian tackled such challenges head-on, always with the breed's best interests at heart. Once the dust settled, however, he returned to his true focus—promoting Gelbviehs with vigour and pride.

The announcement of Ian's passing sent ripples through the community, and heartfelt condolences poured in for Val and the Rogers family. One particularly moving tribute came from fellow Gelbvieh exhibitors at the Royal Queensland Show (EKKA). In a rare and poignant moment, proceedings in the main show ring were paused as exhibitors and spectators observed a minute's silence in Ian's honour—a fitting gesture for a man so deeply embedded in the Gelbvieh world.

Ian was farewelled by a large gathering of family, friends, and fellow cattle producers in Stanthorpe on Friday, 9th August 2024. The service was a heartfelt celebration of a life lived with purpose, passion, and a deep commitment to community and cattle.

Ian Rogers leaves behind a legacy of dedication to the Gelbvieh breed and the people who raise them. His presence will be deeply missed, but his contribution will not be forgotten.

Merrindale

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