

PERFORM

JULY 2010



TE MANIA ANGUS
BREEDING BETTER BEEF



Trans-Tasman syndicate invests \$50,000 in next generation sire

Te Mania Angus Australia and New Zealand, and Dunoon Angus, recently paid \$50,000 for the exciting sire Tuwharetoa D145 Regent.

Sired by Te Mania Ambassador A134 and out of a Lawsons Henry VIII Y5 cow, Regent has EBVs of +104 for 600 day weight, +8.1 for eye muscle area, +3.8 for intramuscular fat and +150 for the Long fed/CAAB index. These figures place Regent in the top one per cent of the breed for those traits.

According to Elders auctioneer Michael Glasser, the sale equalled the Australian sale record price paid for an Angus bull.

Regent is also in the top five pc of the breed for the heavy grassfed, shortfed domestic and terminal indices. He is a standout bull for his length of body, smooth shoulders, structural correctness and beautiful sleek coat and skin.

The bull's prepotency for marbling is concentrated on three sides of his pedigree and, importantly in today's seedstock market, Regent has tested free of known genetic disorders.

This makes him stand alone as a potentially defining sire of the next generation of Australasian Angus genetics.

But it is important people understand you do not select a sire for just one or two traits, you select a bull which sets an industry benchmark across the spectrum – from EBVs to structure.

The holy grail of the cattle business might be +4 in marbling, but if that was the only goal it could have been achieved long ago.

Which is what is so appealing about Regent – he is the complete package, backing up his stunning figures with the attributes which the syndicate

believes will make his progeny right at home in paddocks across the two countries.

For example, his higher than desirable birth weight EBV (+6.7) is adequately offset by his smooth shoulder and reach of neck, and -2.5 for gestation length.

And everyone who has seen his dam agrees she is a standout herself, as a beautiful, highly-productive female.

To top it off Regent's mature cow weight is less than his 600-day growth figure, which means he won't be producing cows which will help to continue a breeder's cost of production.

Regent is currently at Total Genetics for semen collection for Te Mania New Zealand, he will then go to Te Mania Angus' Mortlake headquarters before heading to Dunoon in NSW for the autumn joining in 2011.

Regent will be used through both ET and AI as well as being extensively progeny tested through the Team Te Mania network of 34 herds across three states.

Regent is still a young bull, his breeding and his early figures indicate he has unparalleled long-term potential and together with Holbrook-based Dunoon, is expected to quickly have a major impact in its owners' genetic profiles and on that of the industry at large.

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NORTHERN SPRING BULL SALE

146 OUTSTANDING TWO-YEAR-OLD BULLS

THURSDAY, 9 SEPTEMBER 2010 AT 11.30AM WALGETT SALEYARDS, WALGETT NSW
Full summary on pages 2-4. For more details go to www.temania.com.au



MARBLING FLAVOUR BACK IN FAVOUR

By Tom Gubbins

With the GFC now getting further behind us and Asia recovering well, marbling beef product is gaining in demand, and mid- to long-term feed prices are on the rise.

Angus cattle are the breed of choice and within the breed, bloodlines with high marbling are in higher demand.

Feed costs are also low at the moment, adding to the profit margins in feeding for longer. Angus cattle are not descended from draft animals, they were founded on meat quality, so we need to continue to maintain and build on this quality product reputation.

As cattle get older they express more marbling.

Angus cattle grow faster than they did in the past, therefore they are slaughtered younger. This is working against the increase in genetic marbling at a given age, so we need to place a lot of selection pressure on marbling.

At Te Mania Angus we have kept this in mind while making our breeding decisions and phenotypical marbling in our client herds (Team Te Mania) is still increasing, while improving growth and other desirable traits.

Marbling is a great way for cattle producers to differentiate themselves from the pack. As you differentiate, you have to change your traditional selling methods.

To be financially rewarded for producing a more specific product with a smaller market, you have to build strong relationship with players in the next level of the industry.

A relationship that allows you to demonstrate the quality of your product, build an appreciation of that product and then reward you.

Once you have differentiated yourself from the mainstream commodity producer, you are more like a secondary industry, value adding business, than a primary producer.

If marbling has a genetic limit, we don't appear to have reached it as yet in the Angus breed, and the higher it gets the greater the customer satisfaction gets, whether a feedlotter, processor, wholesaler, chef or consumer.

As long as we practice balanced selection, where we select for all other important traits such as reproductive and growth performance, improving marbling is not likely to cause problems.

Genetically we can increase marbling independently of subcutaneous fat despite there being a moderate relationship between the two fat deposits.

Subcutaneous fat has many side effects of which some are positive and some are negative depending on your environment and attitude.

Recent findings by the Beef CRC maternal trials show increased genetic fat increases genetic reproduction rate (percentage of calves born) while increasing genetically the amount of food required for weight gain (Net Feed Intake).

We can address reproduction rate issues with P8 and Rib fat EBVs in conjunction with fertility traits.

Unfortunately the cost of this is your cow and its offspring will be less efficient all their lives, and have lower retail beef yield.

The alternative is to subtly reduce genetically subcutaneous fat, and, if required, modify the environment before and during joining to increase animal intake and phenotypical fat.

Again this is supported by CRC research which suggests you can improve reproduction by increasing fat genetically or environmentally.

You can then enjoy all the positive genetic correlations, with lower subcutaneous fat.

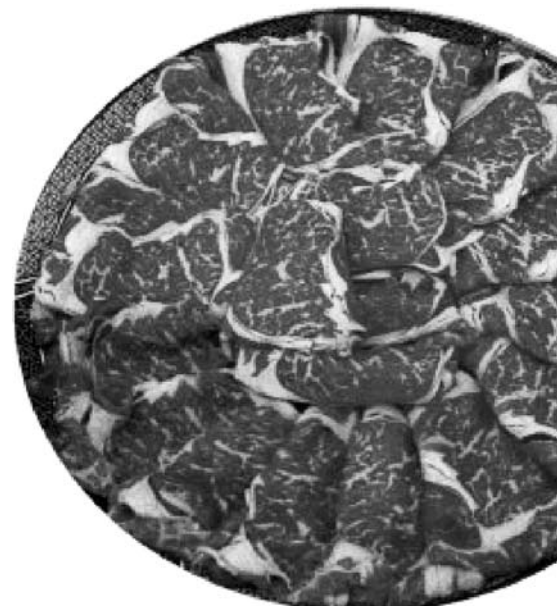
Findings from the Trangie research herd show in the same trials reducing net feed intake (increasing feed efficiency) also reduces methane production.



Tom Gubbins

Genetically-reduced fat reduces NFI, which reduces methane. This may be drawing a long bow, but agriculture has plenty of long bows drawn on it.

This all happens genetically with very small correlation between subcutaneous fat and marbling.



TE MANIA ANGUS AI SIRES UPDATE

Artificial Insemination is an affordable alternative to expand your genetic base or to fast track genetic improvement in your beef herd.

Te Mania Angus has run extensive performance recording and progeny testing in Australia since 1980. Our AI sires are the result of this work, reflecting exceptional commercial EBVs, dollar indexes, and, most importantly, with high accuracies.

Semen is currently exported to the US, South America, South Africa, Europe and New Zealand.

Current semen sires

Te Mania Berkley B1

Australia's highest-ranked Angus sire for the longfed/CAAB \$Index, at +\$155 – along with five trait leading EBVs. Berkley is a son of Te Mania Yorkshire and displays his sire's placid nature. There are 118 offspring recorded by Berkley within the Te Mania Angus herd and he has been extensively progeny tested throughout Team Te Mania.

Te Mania Africa A217

Te Mania Africa A217 has been extensively progeny tested through Team Te Mania and throughout the commercial and seedstock industry.

His sons show lots of natural thickness with plenty of butt shape and style.

His dam Te Mania Jedda Y32 continues to excel and is a current embryo donor at Te Mania Angus. Africa is a trait leader five times and has 609 progeny recorded on Angus Group Breedplan within 25 herds.

At our recent March sale 10 of his sons sold for an average of \$10,150 – and one recorded the sale top of \$23,000.

Te Mania Zambia Z69

Zambia Z69 has been extensively used at Te Mania Angus. He has been progeny tested through Team Te Mania, with 14 sons currently working within the Team.

His dam Te Mania Lowan V19, is a full sister to the \$60,000 supersire Te Mania Unlimited.

Sons of Zambia have topped our past two spring sales at Walgett where in 2008, nine sons sold for an average of \$6833 and in 2009, a further 18 sons sold for an average of \$5528.

As a mark of his consistency, we have sold 57 sons through our past five bull sales for an average of \$5415.

Te Mania Yorkshire Y437

A calving ease specialist who doesn't compromise on growth, with a massive 11 trait leading EBVs.

Yorkshire is a large-framed bull who consistently packs weight into his progeny.

He is the sire of Te Mania Berkley B1 and has some 31 sons currently working within Team Te Mania herds.

He has 1145 head recorded on Angus Group Breedplan within 60 herds and has sired 350 progeny our herd.

We have sold a total of 40 sons through our past five bull sales for an average of \$6873.

In our recent March sale, 12 sons sold for an average of \$8583 and top of \$20,000.

Te Mania Ulong U41

Needing little introduction, Ulong is one of the country's most widely used and popular sires. He is also the sire of Te Mania Africa A217.

A trait leader seven times, he has 2605 progeny recorded within 115 herds on Angus Group Breedplan.

Te Mania Angus have sold progeny from Ulong grossing in excess of \$408,000.

Te Mania Unlimited U3271

A true supersire, Te Mania Unlimited was sold to a NZ syndicate headed by Turihau, New Zealand's oldest Angus herd, for \$60,000 in 2003.

He is one of the most complete bulls we have bred and is reaching legendary status with sons topping sales on both sides of the Tasman.

He is a great all rounder for carcass quality, phenotype, structural soundness and calving ease and is a trait leader for Milk, Scrotal Size and Intra Muscular Fat.

Since 2002 he has sired 284 calves in the Te Mania Angus herd and has a total of 3081 progeny recorded within 128 herds on Angus Group Breedplan.

We have sold sons in each of our past five bull sales for an average of \$7090 and have grossed in excess of \$495,000 from his progeny.

AI SIRES UPDATE

TE MANIA BERKLEY B1



JUNE 2010 ANGUS GROUP BREEDPLAN EBV'S

	ID	Sire	CALVING EASE				GROWTH & MATERNAL					FERTILITY		CWT	300 KG CARCASE					\$ INDEX			
			Dir	Dtrs	GL	B Wt	200	400	600	M Wt	Milk	SS	DC	650d	EMA	Rib	Rump	RBV%	IMF%	LF	HGF	SFD	Term
Premium Beef	(NZ) 16932006492	TE MANIA XPO X84 (IMP AUS)	-0.9	-0.1	-2.2	+5.8	+40	+69	+86	+84	+12	+1.5	-4.8	+51	+4.7	+0.5	+1.0	0.0	+1.8	\$95	\$72	\$63	\$64
Infinity	(NZ) 16932004379	TE MANIA UNLIMITED U3271 (IMP AUS)	+2.0	+1.7	-4.4	+2.7	+41	+83	+101	+84	+10	+2.9	-4.1	+64	+5.6	+0.9	+1.5	-0.2	+2.5	\$124	\$88	\$80	\$73
Africa A217	VTMA217	TE MANIA ULONG U41 (AI) (ET)	+2.8	+2.7	-4.8	+3.1	+39	+88	+107	+82	+18	+3.3	-5.4	+56	+9.1	-1.1	-0.4	+1.8	+2.2	\$143	\$112	\$101	\$90
Berkley B1	VTMB1	TE MANIA YORKSHIRE Y437 (AI)	+4.8	+4.2	-9.5	+4.3	+60	+104	+128	+105	+16	+1.9	-5.9	+73	+5.6	-0.1	-0.3	+0.5	+2.7	\$154	\$116	\$105	\$95
Unlimited U3271	VTMU3271	B/R NEW DESIGN 036	+2.6	-0.3	-0.5	+3.1	+29	+69	+87	+69	+17	+3.1	-3.7	+52	+3.5	+1.4	+1.6	-1.2	+3.0	\$121	\$72	\$65	\$59
Ulong U41	VTMU41	TE MANIA KNIGHT K206 (AI) (ET)	+3.8	+2.5	-9.4	+2.7	+40	+83	+104	+68	+23	+1.3	-6.4	+30	+8.3	+0.4	+0.3	+1.3	+1.8	\$135	\$107	\$95	\$85
Yorkshire Y437	VTMY437	S A F FOCUS OF ER	+6.3	+6.6	-6.8	+1.2	+49	+94	+122	+106	+19	+2.1	-6.1	+72	+3.4	-0.8	-1.2	+0.1	+2.3	\$139	\$107	\$93	\$85
Zambia Z69	VTMZ69	S A F FOCUS OF ER	+5.2	+4.0	-3.3	+2.1	+37	+75	+102	+106	+3	+2.6	-7.3	+64	+4.5	-2.2	-2.3	+1.5	+1.3	\$107	\$96	\$77	\$78

Te Mania Premium Beef 06 492 (NZ)

Te Mania Premium Beef 492 is a sound, easy keeping Te Mania Xpo X84 son.

His progeny are of an impressive phenotype with plenty of volume and thickness. His dam, Te Mania 01-42 is a super sound, powerful New Era donor cow.

Premium Beef's 2009 NZ spring born calves were standouts when weaned.

He offers the carcase attributes of his sire coupled with growth, fertility and is a very appealing, powerful package.

Te Mania Infinity 04 379 (NZ)

Infinity as an individual was the highest scanning IMF pc in the entire Te Mania (NZ) drop.

He has 1560 progeny recorded and 579 scanned progeny on Angus Group Breedplan. Cattlemen are super impressed when inspecting Infinity with his superb structure and magnificent phenotype.

Infinity steers weighed 48kg more, on average, at 14 months off grass.

He has a terrific stretch from birth to 600-day weight with great carcase EBVs. Infinity is a trait leader for scrotal size, with outstanding \$ Index Values.

For more information go to www.temania.com.au and click on semen sales



Scott and Julia McKay with Richard Eldershaw, Rob Wyld and Hamish McFarlane

The Tonga Crew, Mark and Louise Calvert Jones with Tony Scott and Troy Mahoney.

IT'S **KOOL** TO COLLECT – AND SIMPLIFY – YOUR RECORD KEEPING

Team Te Mania members, Mark and Louise Calvert-Jones from Tonga Station at Mansfield, began using Sapien Technologies koolcollect software in 2006.

Tonga Station runs a commercial Angus herd and a trading enterprise.

The use of koolcollect has allowed Tonga to more efficiently capture and better utilise their data.

"Previously we worked in old wooden yards using an Elders book and copying to Excel. This was not good for preg testing, especially when you find duplicate cows coming through the yards – and it was all hopeless when it rained," Mark says.

As the numbers increased from 150 original breeders to 700 females and up to 800 trade cattle, they decided to build new yards.

In the planning they looked at a number of technologies to make things easier and quicker:

"Three things stood out," Mark says. "We needed a roof, power, and a better way to record animal movements and treatments."

After talking to a number of people, Mark settled on the koolcollect system coupled to Ruddweigh scales and an Allflex panel reader.

The advantages were evident from the outset.

"We are able to calculate turnoff dates for trade cattle more accurately, plus calculate average daily gain (ADG) of trade cattle to compare vendors, which helps in buying decisions for the future," he says.

"We are able to keep tabs on mating groups and their bulls, plus mob up all breeders after joining and split out again for calving.

"This allows us to better utilise our available feed, gather bull mating assessment, and when it comes time to split the mobs back into calving groups, it is a very easy drafting job."

koolcollect has quickly become an integral part of all cattle handling.

This is largely due to its ease of use in the field.

As the animals walk into the crush, their NLIS tag is scanned and weight is recorded by koolcollect software beside the crush.

koolcollect is used to record all weights and treatments for the trade steers, which are backgrounded for the feedlot market.

Both Mark and head stockman Tony have no problems using the software.

"We regularly weigh all animals so we can accurately project which animals will be sent to the feedlot for optimum price," Mark says.

"koolcollect makes our life so much easier."

koolcollect also saves Tonga Station valuable time and effort in other ways, especially when combined with an Allflex stick reader.

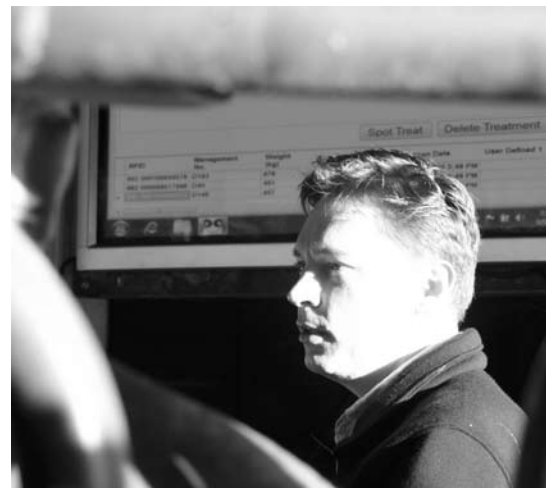
During preg testing, as the vet pronounces an animal "empty" Mark can simply scan a tag pinned to the wall to record this status in koolcollect. No manual computer entry is required. This labour-saving system also allows the empties to be drafted off at some later stage if required.

Sapien's technology also allows Tonga to easily analyse data and make informed choices.

The systems in place provide for carefully-considered decisions and marketing strategies to be made in the most appropriate environment of choice – either the yards or the office.

And koolcollect offers a comprehensive solution to data collection challenges, not only saving time and effort (and money) but creating value within the enterprise.

Tonga Station also utilises superkool, another Sapien software system, as a central online database that stores and backs up all the information collected.



Rob Wyld, Sapien Technology founder and developer of the koolcollect software system. www.sapien.com.au

HUFF'N'PUFF CLASSES FOR HEIFERS

Reon J Holmes BVSC, Holbrook Veterinary Centre

Developing heifers to:

1. Conceive early as a heifer to calve at two years of age
2. Calve unassisted
3. Re-conceive early as a first calver

Requires careful attention to:

1. Nutrition from weaning to 27 months of age
2. Disease control programs
3. Bull selection

Calving unassisted

Minimising dystocia is an important part of developing your heifers to achieve their maximum lifetime production.

The window of opportunity to have an influence on the level of dystocia in your heifers starts at weaning and finishes when the heifers have all calved down as two-year-olds. The major management tools in controlling dystocia in beef heifers are:

1. Growing heifers well up until the third trimester
2. Restricting nutrition/exercising heifers in the last trimester
3. Correct bull selection for heifer matings

Most beef heifer dystocia is due to the calf being too big for the pelvis of the heifer. Very little dystocia in beef heifers is due to metabolic imbalances (unlike dairy cattle).

If most beef heifer dystocia is due to the calf being too large for the pelvis, what can be done to prevent dystocia?

1. Ensure the heifer's pelvis area is well developed for her genetics
2. Minimise the size of the calf.

To ensure the heifer's pelvic area is well developed we need to provide the heifer with good nutrition up to six-seven months of pregnancy. This will allow the heifer's skeletal system to develop properly.

Heifers that have had reduced levels of nutrition will be smaller and have a correspondingly smaller pelvic area. This is not to be confused with heifers which are genetically small.

There are three major factors influencing the birthweight of calves from heifers:

1. Their genetics (dam and sire)
2. Calf sex
3. In utero nutrition (mostly last trimester)

The genetics of the heifer (dam) is unable to be changed and at this stage we are unable to influence the sex of the calves, so we can ignore both of these when we are trying to identify methods for reducing calf birth weight.

The tools we have available today to have a large impact on the birth weight of calves are the bull selection used to join the heifers (EBVs for BW, calving ease direct and possibly GL) and the nutrition we supply the heifer during pregnancy, particularly for the last two/three months of pregnancy.

The birthweight effect of the bull can be compensated for by managing the nutrition better. That is to say some higher birthweight bulls will have no, or few, calving difficulties if the heifers are skeletally well grown (supplied with good nutrition up to the end of the second trimester) and then supplied with restricted feed intake and exercise in the last trimester to limit further weight gain of the heifer and foetus. It is also important to understand the difference between autumn and spring calving.

On average autumn born calves will be two-to-three kilograms lighter; which means bulls that have been a safe heifer bull in an autumn calving may not be in a spring calving.

Dystocia in heifers is often higher in some districts in certain years. This occurs due to the incorrect level of nutrition being supplied either in the last trimester (too much feed) or the heifers having been weaners and yearling cattle during a period of poor feed supply, which has limited their skeletal development.

We need to take a more professional approach to our heifer development and monitor their weight and body condition from weaning up until calving.

This approach will decrease the workload of assisting calvings and boost profitability by increasing the number of live calves.

In July we are in the last trimester for most spring calving heifers. They should be in BCS 3.5, particularly this year with such a good season in most areas. It is now time to restrict any further weight gain by having them graze lower quality pastures (native hill country). If this is not possible reduce their intake of higher quality pastures by increasing the effective stocking rate in the paddocks. Any exercise is going to consume energy and further restrict weight gain so exercise is good for late pregnant heifers.

Excessively fat heifers will also have the added problem of fat within the pelvis occupying space and limiting the area for the calf to pass through. Don't let heifers get excessively fat prior to calving.

If you are having ongoing dystocia problems in your heifers you need to revisit your heifer development program and heifer bull selection.

If your program is working well most years then you need to identify which part is not ideal in the problem years and put a system in place to overcome it.

There is a fine line to the restriction of heifer nutrition in the last trimester. If you over-restrict their nutrition they can become energy deficient and have difficulties calving due to this low energy level (these calves are unusually small).

To identify any weakness in your system it is important to keep good records. For dystocia management purposes this would include heifer weights and BCS from weaning up until calving, level of nutrition at the different stages, EBVs of bulls used, assisted or dead calves, calf weight, calf sex, date born and reason for assisting.

This information is important in trying to identify what action needs to be taken to reduce the level of dystocia. There are no silver bullets for heifer dystocia. A nutritional supplement for the last month of pregnancy cannot change the genetics of the calf or compensate for the incorrect level of previous nutrition.

Dystocia management starts when you wean the heifer and you buy your next bull and continues through until the heifer calves.

IMPORTANT POINTS

1. Most of the beef heifer dystocia is due to the calf being too big for the heifer's pelvis.
2. Supply heifers with good nutrition up to six-to-seven months of pregnancy.
 - Reach puberty early and go in calf early in the joining period.
 - Optimise skeletal growth
 - Allows the heifer to be in BCS 3 at calving to allow the heifer to re-conceive
3. Restrict nutrition/exercise heifers in the last trimester to prevent weight gain. Any weight gain at this stage will cause excessive foetal growth.
4. Select the correct heifer bull. Use EBVs and your previous experience of what level of EBVs your heifers and production system can tolerate. Remember spring born calves will be heavier than autumn-born calves.
5. Join your heifers for a short period so they calve down over a short period. This short calving period is beneficial because:
 - Easier to supervise for six weeks rather than eight-to-10 weeks.
 - Can tailor the nutritional program better to all heifers
 - Better chance of going back in calf if they calve early in the calving period.

Consider pregnancy testing heifers early and splitting into calving groups to allow for better nutritional management.

CALIBRATION OF DNA TESTS IS A MUST

Dr Rob Banks, Meat & Livestock Australia

Cattle breeders and producers will be familiar with making decisions about farm inputs or equipment – fertiliser, pumps, 4WDs and so on. Most people when making such decisions look for data on the performance of the input or equipment, where possible data from tests that relate to how they might use them.

So, for pumps, we'd look for data on efficiency, length of working life, running costs, and so on. For fertiliser, we look for data on how well it works in different soil types, at different rates, and for different crops or pastures.

And, we'd look around for reports from trusted independent evaluations. Kondinin Group is an example – it provides test results for all sorts of farm equipment (<http://www.kondinin.com.au/>).

DNA tests are no different in this respect – they are a potentially useful tool for breeders and producers, and common sense would tell us it is a good idea to find out what is known about the tests, from local evaluation.

DNA tests are designed to tell us about an animal's genetic merit – how good its genes are – for specific traits or sets of traits.

They are based on large studies where the effects of (usually) thousands of bits of DNA are assessed and then combined into a single measure of genetic value for each trait.

The "power" of the DNA test is how accurately

it tells us the genetic merit of the animals for the traits we are interested in.

Just as with fertilisers, what the DNA test tells us will vary to some extent with local conditions – with the breed of cattle and with the production conditions. With the DNA technology currently available, we know the power of tests does vary with breeds, so for example, a test designed for Angus cattle would need to be evaluated and possibly re-calibrated for Hereford cattle.

So, if we want to be able to make decisions with confidence, we need some evaluation of the test under our conditions. That involves measuring performance of current cattle for the traits we are interested in (and BREEDPLAN data is useful for this) and at the same time doing the DNA test on those animals and getting the test result. We then calculate the relationship between the test result and the animal's performance.

In the case of DNA tests these evaluations are commonly referred to as calibrations.

In Australia, a number of players are working together to conduct such evaluations – including the commercial companies (Pfizer and Merial), Beef CRC, AGBU, Angus Australia and MLA – and to make the results publicly available (and of course used when integrating DNA test results into BREEDPLAN EBVs).

Results will be made available via the CRC



website, via BREEDPLAN and via the respective breed societies, as well as through the companies.

This is positive, and means producers will be able to see the evaluation results for DNA tests for Australian cattle of each breed under Australian production conditions.

The results of the evaluations will be expressed as a genetic accuracy for the test for each trait and breed for which it has been calibrated and evaluated.

Making decisions without this information is risky.

So, just as you would not buy fertiliser or a pump without knowing whether it will do the job, the same goes for DNA tests. Local calibration is a must.

Te Mania Angus will use DNA Estimated Molecular Breeding Values (EMBV) once the traits are calibrated for Australian conditions and cattle.

We need to wait until we know the effect they will have on the herd before we can apply this technology.

LEGENDARY BEEF, ICONIC BITE

Four 'n'Twenty, the nation's iconic meat pie brand, has launched its new Legendary Angus Beef range, made with 100 pc Certified Australian Angus Beef.

And it will put its money where the consumer's mouth is by splashing the Angus brand around the country with a \$1.7 million advertising program.

Attendees at the recent Team Te Mania Field Days, hosted at Tonga Station near Mansfield, and Habbies Howe, Seymour, were fortunate enough to be some of the first to sample these delicious pies.

In an exclusive agreement with CAAB, Four 'n' Twenty will be the only meat pie licensed to use CAAB endorsement across retail and convenience markets.

Patties Foods Ltd, Australia's largest meat pie producer and owner of Four 'n' Twenty, says the marketing campaign behind its Legendary Angus range will be the biggest media launch the pie category has seen.

Filming of the advertisement was done in the picturesque rolling hills of Habbies Howe.

Patties managing director Greg Bourke says the

Legendary Angus is a knockout product that will drive true category growth, attracting new and past users to on-the-go hot food.

He says 100 pc CAAB product is the most tender, juicy and tastiest beef on the market.

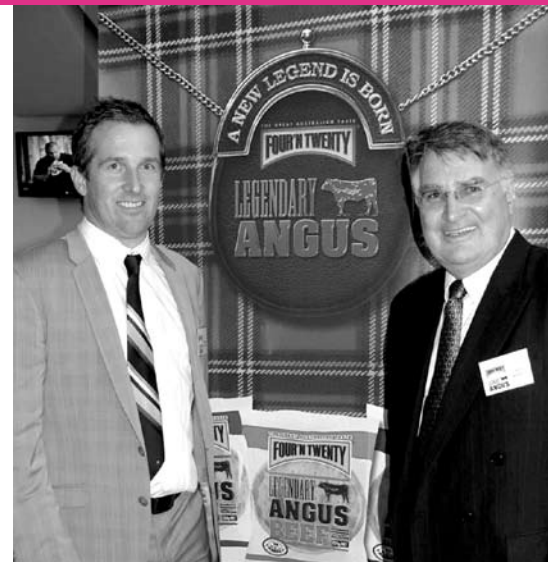
"Our Four 'n' Twenty Legendary Angus Beef pie range offers a superior taste that no one with an honest appetite for pies can possibly resist," he says.

"Blind taste tests have shown the Legendary Angus pie is significantly more liked, encourages greater intent to purchase, and is clearly preferred over a major competitor offer," Mr Bourke says.

The new range of 220g pies will be available in three varieties, Legendary Angus Beef, Legendary Angus Beef and Pepper and Legendary Angus Beef, Cheese and Bacon. Recommended retail price is \$3.95.

CAAB boss Phil Morley applauds the new Four 'n' Twenty Legendary Angus Beef pie as another great product using Australia's best beef.

"It's great to see two Aussie legends getting together – CAAB and Four 'n' Twenty," he says.



Patties Foods CFO Michael Knaap with Phil Morley CEO CAAB



Team Te Mania members Scott and Julia McKay from Habbies Howe opened their historic woolshed to host the second day of a two-day Team Te Mania Field Day that began in Mansfield. The first day was held at Tonga Station, owned by Team members Louise and Mark Calvert Jones, who welcomed 70 people into their home for the presentations given by Richard Eldershaw and Mark before moving to the yards for a demonstration by Rob Wyld on Koolcollect and a viewing of the Tonga cowherd.

Julia and Scott at Habbies Howe hosted a presentation by Opposition Climate Action, Environment and Heritage spokesman Greg Hunt and Professor Mike Goddard, Professorial Fellow in Animal Genetics, University of Melbourne, who addressed the questions of when line breeding becomes inbreeding and what is the holdup with DNA.

Attendees then moved outside for a drive around, with spectacular views, after sampling and thoroughly enjoying their first Legendary Angus Pie.

Bruce and Judy Mackintosh from Neerim South at Habbies Howe.



DECTOMAX™

DATES TO REMEMBER

NORTHERN SPRING BULL SALE
THURSDAY, 9 SEPTEMBER 2010
WALGETT SALEYARDS,
WALGETT, NSW
146 BULLS

SOUTHERN AUTUMN BULL SALE
THURSDAY, 17 MARCH 2011
ON PROPERTY, MORTLAKE, VIC
150 BULLS

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