



IRELANDS ANGUS NEWSLETTER

WINTER \ SPRING 2015 - ISSUE 2

As another year flies by we see our industry well into the biggest boom it has ever experienced. Our export markets are growing daily with our ability to supply them more efficiently becoming easier, and levels of demand increasing.

We have not seen yet domestic completion really kick in due to drought effecting many areas. With cow numbers down and so many females going to slaughter, what will happen when we experience much improved seasonal conditions and the domestic breeder completion come into the market?

In times like this I believe that we really need to keep focused on quality as quantity may be restricted. It is important to ensure that every calf is a good one with great weight for age to ensure the maximum return. It is key to continue to select bulls that will not only add weight for age but have the doing ability to turn grass into Kg's without compromising fertility

and maternal strength for the females which will be required to re build our female herd in Australia.

We have never seen our industry so good and we have never been more excited about our program and the cattle we are breeding. We have seen much success of our clients with record-breaking demand and prices for their cattle, carcass success at Sydney

Royal and our bull and female sales with cattlemen showing so much confidence in our program. Lets not sit back and take it for granted but in fact embrace and supply our markets to the highest possible level.

Corey

“ REMEMBER THE PAST, PLAN FOR THE FUTURE, BUT LIVE FOR TODAY BECAUSE YESTERDAY IS GONE AND TOMORROW MAY NEVER COME.... ”



INTRODUCING EXCITING YOUNG SIRES

We have introduced 2 exciting young sires that we believe have the strength of pedigree and actual performance we have spent the past 30 years breeding into our cattle. The maternal strength that back both of these youngsters is outstanding. Several generations of rock solid performers make them a great fit. They are super sound in feet and legs, clean fronted for ease of calving, have the softness and doing ability we want with the carcass attributes the top end of our industry demands along with wonderful temperament.



Bowmont Aberdeen J302



Granite Ridge Jurassic J76



IAP - IRELANDS ANGUS PASTORAL BRAND

Due to greater northern and western demand for our bulls we have invested a great amount of time into researching what cattle breeders are looking for when they purchase bulls. After analyzing all of the research we have developed the IAP brand. This is particularly suited to producers that are purchasing big lines of bulls to work in pastoral areas of Australia. This brand is designed to provide the reliability and predictability that our cattle always provide but just without the bells and whistles.

- ✓ Pure bred Angus bulls with 3 generation pedigrees.
- ✓ Sired by registered Angus sires (all DNA tested)
- ✓ Semen and morphology tested
- ✓ Raw data provided, ie Birth weights, 200 and 400 day weights, EMA, Fats and IMF
- ✓ Vaccinated 7in1, Vibrio, Pesti tested negative and vaccinated.
- ✓ Affordable price.
- ✓ Carry the IA seal.

STARS ALIGN FOR \$105,000 IRELANDS JEOPARDY



The Irelands team would like to thank all bidders and under bidders at our Autumn sale and for your support for our program. We are overwhelmed with the results. Three sires sold to a top of \$105,000 to average \$58,666, and 47 commercial bulls averaged \$5555 for an overall sale average of \$8875. Top price bull Irelands Jeopardy J356 sold to Holstons Pastoral Company, Ensay Victoria.

Jeopardy was purchased to be used in the Holston Paddock to plate business. Holstons Pastoral Co based at Ensay in VIC runs 1000 breeding cows as well as a number of co-operator herds to supply their ever growing meat business. "The purchase of Jeopardy, we believe will add the consistency of carcass attributes that we require for our premium Holstons Platinum Angus Beef product" says Stewart Moroney. "It's a big investment but if we were to purchase semen to join our cows too, it only takes 2 years to pay him off, plus we get the added bonus of our outstanding bull that has such strong pedigree that will give us the consistency we need". (Pictured above L-R, Corey Ireland, Stew Moroney and Willie Milne).



ANGUS ROUNDUP 2015

Irelands team success at National Angus Youth Roundup – Wodonga 15th – 18th January 2015

Irelands are proud to be associated with the National Angus Youth Roundup recently held in Wodonga, four great days of education, fun and cattle handling resulted in great success for the Ireland Team. Members of the Irelands Team pictured (L-R) Georgina Rayner, Sarah Rayner, Ryan Brady, Chelsea Rayner, Will and Charlie Ireland.



MERLEWOOD STUD SIRE - H343 >

Irelands Heirloom H343 (pictured right) has headed south to Daniel & Anne-Marie Barrow of Merlewood Angus Stud at Mirboo North. H343 is an outstanding son of Fletcher F1 from our super donor cow Rosebud B12. H343 was used in our program as yearling then sold as a 2 year old. We look forward to following his progress with great anticipation.



< IRELANDS FOUROEIGHT K2 NEW ZEALAND BOUND

We are excited to announce our new up and coming stud sire Irelands Foureight K2. Semen rights have been recently sold to Penvose Angus Stud, Wedderburn, Otago, New Zealand. We have begun using him in our herd this year, with his first crop due Autumn 2016. Pictured left at 14 months, weighing an impressive 772Kgs, is sired by Granite Ridge Thomas F223 and out of our super cow Irelands Vicky Z15.

IRELANDS SHINE AT SYDNEY SHOW SALE 7th YEAR IN A ROW

Long time client Trent Walker of Keringa Angus, Lameroo SA, successfully secured two more top end Irelands females to join his Keringa donor team. Keringa established in 2008 and have spent the past years building a solid foundation to their ever growing seed stock herd. After purchasing their first Irelands Angus females in 2010 Keringa have again added Lass H245 with her heifer calf at foot as well as 18th month old heifer Rosebud J375. Thanks to Greendale Hill Estate, the under bidders on Rosebud J375, also long term clients of Irelands Angus. We look forward to continually working with these clients to ensure their success. Also thanks to John Sultana for the purchase of Irelands Bunyip J338 for \$4000. Sydney sale has been so successful for Irelands Angus, we continually offer top end females and the market responds to the quality offered.

GENOMIX FLUSH TOPS AT \$14,000











AUSTRALIA'S first simultaneously live and online multi-vendor, multi-breed genetics auction, the Genomix Beef Genetics Sale, held during Beef 2015 Rockhampton, was heralded a success by vendors and sale managers alike.



Sale top price was achieved by Irelands, selling a 'pick of the herd' flush to Keringa Angus, South Australia. We also sold two packages of embryos and one semen lot successfully. On the night of the sale, chef's cooked four different breeds of meat for taste testing, Irelands were proud to supply the Angus beef to demonstrate the end result of our program. Pictured L-R: Corey and Prue Ireland, Jonny and Bruce Arkins (Genomix) and Harvey Weyman-Jones (GDL Livestock QLD).

WEANER SALE SUCCESS

Congratulations to Jamie Walker and family (pictured) 'Mountain Maid', Omeo for selling an outstanding line of weaners to the top price \$1090 for 10 month old calves at the Elders mountain calf sale in Omeo, March 2015. In other mountain calf sale success, the Hurley family from Dargo, VIC sold and outstanding line of weaners and John and Nola Ross, Omeo Station, Benambra topped the Sharpe Fullgrabe Sale at \$990 for 10 month old calves.

<p>Irelands Dream C25 \$6,200 2888</p> 	<p>Irelands Eclipta E82 \$6,500 2811</p> 	<p>Irelands Elma G155 \$12,000 2813</p> 	<p>Irelands Rosebud J375 \$22,500 2815</p> 
<p>Irelands Eclipta E2 \$11,000 2818</p> 	<p>Irelands Vicky E26 \$16,000 2822</p> 	<p>Irelands Pleasure J20 \$16,000 2814</p> 	<p>Irelands Wargoona H344 \$16,000 2814</p> 

SYDNEY ROYAL CARCASS SUCCESS



We were proud to support Frensham ladies College student Claudia Cruikshank with a steer for this years Royal Easter show. Irelands Ferg J1420, was a 'Virtual taste' award class winner at the Sydney Royal Easter Show 2015. **For us, the end result is all about taste.** Pictured: Claudia with ribbon for Virtual Taste Test and in the showing with "Fergus".



OTHER NEWS

Irelands Sponsorship

Congratulations to all riders in the Irelands Open Saddle Bronc at the Omeo Rodeo on Easter Saturday. Also, well done to Team Irelands Angus in the BOQ Silver Stirrup Ladies Polocrosse open, who unfortunately didn't make the final, but play exceptionally well!



Polocrosse Fever

Aside from using our horses for cattle work, we also play Polocrosse in the winter. This year Charlie Ireland made his Polocrosse debut for the Albury Holbrook Club, with Will and Jess both making NSW representative teams. We are also very proud to sponsor the very talented Lucy Grills on her journey to the 2015 Polocrosse World Cup in South Africa this July. Prue and Jess headed over to watch and cheer on the Aussie team to third place!



The Crew

Thanks to our general operations coordinators, Blake Ireland and Mitch Ray for their hard work on keeping the wheel turnings over three properties in an ever changing and growing program.



ON PROPERTY SPRING BULL SALE FRIDAY 11 SEPTEMBER 2015 - 50 BULLS

Corey & Prue Ireland

"Ivydell" 90 Palmers Road, Kyeamba 2650
Corey Mb: 0409 182884 | Willie Milne Mb: 0428 793 521

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