

2010 Raff Bull Sale achieves 100% clearance

With 23 bulls selling for less than \$4000 the complete offering of 102 bulls sold in under two hours to achieve a \$6088 average. Not only was the sale considered to be one of the best in the Ruffs 46 years of breeding Angus Bulls but it was also the first 'wet' sale that the family had ever sold in. However, buyers were not deterred with the complete offering selling to wide areas throughout Queensland and parts of New South Wales, Victoria and South Australia.



Andrew Raff is pictured with the \$20,000 top priced bull buyer Consolidated Pastoral Company's 'Isis Downs' property manager Alex Walsh.

No Raff Female Sale in 2011

Due to the much improved season, the purchase of adjoining land and increasing demand for Raff Angus Bulls our 2011 on property Female Sale has been cancelled. However, it is planned to proceed with a female sale in the autumn of 2012, we will keep you posted on details.

Two of the best sell at Sydney Show

Because of our 2011 Female Sale cancellation we felt it important to give interested breeders the opportunity to still access Raff Angus genetics. Two elite young Raff females will be offered at the Sydney Royal Show Sale on 17th April.

• **Raff Duchess C162** sells with a simply outstanding bull calf at foot by the 2009 \$21,000 high selling Danny Boy import sire out of our highest priced USA donor, Hoff Moriah. C162 is a three year old Hoff Limited Edition daughter that has three direct donors within her maternal pedigree. Duchess C162 typifies the Raff cow type - extra frame, sound, feminine and wedge shaped that is of outcross genetics to mainstream Angus.

• **Raff Burnette E133** is a June 2009 heifer by our Canadian sire DMM Shift 78S whose dam is out of a Limited Edition daughter by the outstanding maternal sire SAV Bandolier 1916. Burnette E133 sells Aid to J & C Appeal A10 then depastured with import sire Raff Enticer E66. It is hard to sell females of this quality but we want the industry to share in some of our elite females that contain our very best genetics - an opportunity not to be missed.



Raff Burnette E133 ~ she sells at Sydney.

Coming Events for 2011 ~ Raff Angus on Display...

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|--|-----------------------|
| Tara Angus Feature Show | 5th March |
| Dubbo Beef Spectacular | 16th-17th March |
| Raff 'BACK TO THE FUTURE' Field Day | 23rd March |
| Toowoomba Royal Show | 1st-2nd April |
| Sydney Royal Show | 14th-20th April |
| Goondiwindi Show | 29th-30th April |
| Taroom Show | 2nd-3rd May |
| Bell Junior Angus Show | 7th-8th May |
| Mitchell Show | 9th-10th May |
| Longreach Show | 13th-14th May |
| Brisbane Royal Show | 11th-20th August |
| Raff Angus 'BULL SALE' | 19th September |
| Melbourne Royal Angus Feature Show | 24th-4th Sept/Oct |

'BACK TO THE FUTURE' Field Day Wednesday, 23rd March

DNA - By simply taking a hair sample from a new born calf you can determine its breeding predictions for 13 traits.

Stem Cell - By radiating a Brahman bull's testicles and implanting the stem cells of an Angus bull, that Brahman bull can then sire Angus calves.

"It's futuristic - it's real - it's exciting - it's challenging - it's a first for Australia. We have accepted the challenge to lead the industry in a quest to produce tomorrow's genetics today."

The Raff family will be hosting a Field Day at "Mundibulanga" Drillham Queensland on Wednesday 23rd March. Released to the Beef Industry will be the very latest in research and development in the world of genomics and how DNA can fast track the genetic improvement in Seed Stock and how Stem Cell research can revolutionize the use of superior beef producing genetics in northern Australia.

Visitors to the Field Day will be able to inspect the Raff Angus breeding herd as well as its herd sires. A number of animals will be used during the day to practically demonstrate the way science and live animals interact.

An open invitation is extended to all interested people, irrespective of breed or involvement. Be sure to come along and be part of this very 'hands on' Field Day.

Guest speakers will include:

- George Fennell, Vice President Pfizer Animal Health and Genetics USA.
- Matias Saurez, Manager Technical Services Pfizer Animal Genetics Australia.
- Dr William Herring, Global Director Technical Services Pfizer Animal Genetics USA.
- Dr Sigrid Lehnert, Research Group Leader Livestock Industries CSIRO Australia.
- Geoff Teys, Teys Brothers Australia.

Raff Angus dominates show ring after 20 years

Raff Angus has made a spectacular return to the show ring in 2010 after a 20 year absence. This includes four Royal Show Championships at three different Royal Shows - Sydney, Brisbane and Adelaide. This now brings our Royal Show Grand Champion wins to fourteen across four states of Australia. Our special thanks to Steve Hayward and Kelly Smith and their team for the professional care and management of our show team - they have treated them as their own with our show ring results reflecting their dedicated work.



For further information contact David and Jill on
07 4627 6033 or Andrew and Anna on 07 4627 6064
or email raffangus@bigpond.com



Jill, Anna, Andrew and David Raff with the 2010 Brisbane Royal Show Grand Champion Angus Bull - Raff Dallas D216. He later placed Interbreed Runner-up.

Raff Angus Expands

In February we took delivery of "Roker", a 525ha property which joins "Mundibulanga" to the northern side. This additional land will allow us to increase our herd size by retaining all the registered females we had intended to sell at a female sale in 2011. It will also increase our sale bull numbers to cater for the increasing demand for Raff bulls.



Raff Angus breeders with bull calves graze on the newly acquired 'Roker' property.



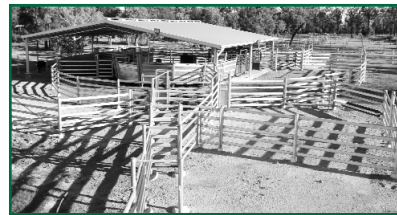
Raff Angus breeders enjoy their best season in decades.

A great season at last

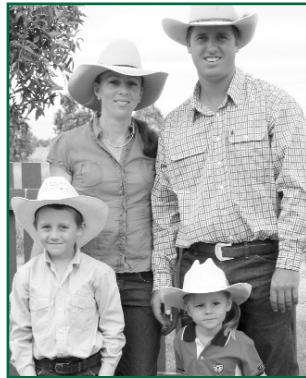
Prior to 2010 the previous decade averaged 12 inches annually with 2006 being our driest with just 4 inches for the year – our recorded average is 24 inches. However, last year we received 42 inches with the first two weeks of 2011 already falling 6 inches. At the beginning of last year we finally got all of our cattle back home after years of agisting and have not had the need for breeder hand feeding since. We are amazed at how resilient and how quickly the country has recovered – grass now grows where dust once blew. Visitors to our Field Day on 23rd March will inspect many of our breeding cows.

New cattle handling facilities

Another impediment of drought is that, by necessity, some infrastructure gets neglected. 2010 saw the completion of our new cattle yards complete with hydraulic crush and draft with a computerized weighing and recording system. Visitors to our Field Day on 23rd March will be able to look them over.



New yard facilities at headquarters 'Mundibulanga'.



Scott, Claire, Tom and Zoe York – living on farm at 'Bangamba'.

A new face in the team

With the expansion of the herd and increased work load Scott York joined Raff Angus in March 2010 to assist in all areas of management. Since 1990 the Raff Angus operation has been solely family run with only casual labour being occasionally sourced.

We welcome Scott, wife Claire and their two young children Tom and Zoe. Meet Scott and his family at our Field Day on 23rd March.



Mrs Joyce Hodgkinson pictured with Andrew Raff after purchasing two stud sires at the annual Raff Angus Bull Sale in 2009.

Wallangra celebrates 50 years

Congratulations to Joyce Hodgkinson of the Wallangra Angus Stud at Wandoan, Queensland on reaching the 50 year milestone. Wallangra purchased their first of many Raff bulls back in 1976 and in recent years have used many Raff bulls exclusively.

Our goal has been to breed Angus with comparable growth, weight and yield to mainstream Euro cattle yet retain the carcass, maternal and finishing qualities of Angus – Raff Dallas D216 does that.

Statistics for Raff Dallas D216 (Official Brisbane Royal weight and scan)

| | |
|-----------------|----------------|
| Age | 23 months |
| Frame | 8 |
| Weight | 1196 kilograms |
| ADG | 1.62 kg/day |
| Eye Muscle Area | 138 sq. cm |
| Fat | 15mm/13mm |
| IMF | 7.5% |



Raff Dallas D216

Is the future in the hair?

by Andrew Raff

At the beginning of this year we received information on our entire breeding herd that we believe will allow us to fast track our rate of genetic gain by at least two years within our Raff Angus beef seed-stock breeding program.

We are very excited and proud to have MVP {Molecular Value Predictions} tested all our HBR and APR active females and sires in our herd this year – a first for Australia.

From our initial testing a number of years ago with the GeneStar marker test we now have access to HD50K for Angus. HD50K enables us to simply pull a tail hair sample from an animal when just a young calf which allows for 13 traits to be measured from Calving to Growth, Carcass and Efficiency.

Over recent years we have been testing our stud sires and sale bulls but made the decision last year to test our entire herd for several reasons.

MVPs are absolutely factual of an animal's individual performance ability, instantly, and measure previously 'un-measurable' traits. They are not mid-parent estimates based on assumptions. Genomics in no way can be manipulated by humans, is not affected by the environment, does not require progeny to be recorded for improved accuracy and does not need genetic linkage to allow accuracy to occur.

From just 12 markers that measured 3 traits in 2006 to today's 50,000 markers that measure 13 traits we acknowledge that the rate of genomic advancement has been enormous. Whilst it may be years until every marker of genetic worth has been found, if that day ever comes, we, in no uncertain way, believe that the world of genomics is the future.

I have made it clear to anyone who has shown interest that, as with previous forms of testing, we will be using this information as another selection guide to allow us to fine tune our advancement towards genetic excellence. We have no intention to use MVPs as a single selection tool nor are the highest (or lowest) values necessarily the best. We will always use visual appraisal and pedigree merit first.

For now, within our herd, the MVPs will not replace any previous management path that we have been taking – we intend to weigh animals as intensely as we have been doing since the introduction of scales, we will measure every animal for frame size, we will ultrasound scan for carcass information, we will always visually assess each animal for both structure and temperament with current forms of evaluation continuing to be generated.

We look forward to analysing these results throughout the year and will enjoy comparing this MVP information against individual animals that have over four decades of documented performance.

We at Raff Angus are excited to be leaders in the adoption of this new form of measuring profitability in beef production and are challenged at the opportunity of bridging the gap in the rate of genetic gain and level of efficiency that has been achieved within the pork, poultry and dairy industries over past decades.



Raff/Pfizer partnership

Raff Angus and Pfizer Animal Genetics have signed a three year contract to develop the new HD50K for Angus DNA test for 13 traits. On 8th December we had a visit from George Fennell, Vice President Pfizer Animal Health and Genetics USA when the agreement was formalized. Learn more about this partnership at our Field Day on 23rd March.



Andrew and David Raff pictured with George Fennell and Terry Farrell during signing of Pfizer / Raff partnership agreement.



LENGTH WEIGHS – WEIGHT PAYS

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PUTTING THE BEEF BACK INTO ANGUS

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