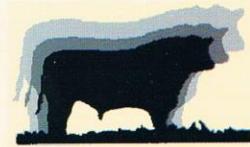


AUSTRALIAN LOWLINE CATTLE ASSOCIATION Inc



NEWSLETTER No 1

NOVEMBER 1998

NEW ZEALAND PROMOTION Group



Lowline Grand
Champion Bull 1998
Royal Sydney Show
Photo-Wayne Jenkins

***In this
Inaugural NZ Newsletter***

The International Markets

Lowlines in New Zealand

History - Concepts



ALCA NEW ZEALAND LOWLINE PROMOTION GROUP ("ALCA NZ LPG")

OBJECTIVES

- ◆ To promote the Lowline breed and the interests of Lowline breeders.
- ◆ To act as a representative body for New Zealand being a delegate geographical area promotion group of the Australian Lowline Cattle Association Inc. ("ALCA")
- ◆ To collect, verify and publish information about the Lowline breed and Lowline breeders.
- ◆ To foster good relations amongst the members.
- ◆ To ensure that a high standard of correctness is displayed in the information published and disseminated regarding the Lowline breed.
- ◆ To organise the display and competition of animals of the Lowline breed, the selecting of judges, and the awarding of sashes and prizes.
- ◆ To organise and appoint a Lowline breed inspector.
- ◆ Generally to do such things and conduct itself in such a manner as is conducive to the charter of the Lowline breed societies and the ALCA as the breed's founding society.

Those persons interested in joining this group should apply to:

South Island

C/o Pam Johnson
PO Box 2
Sefton
North Canterbury
Ph/fax (03) 312 9684

North Island

C/o June McConnel
320 Vaile Road
R.D. 4
Hamilton
Ph/fax (07) 824 1018

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DISCLAIMER

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Neil Spotswood is a freelance agricultural journalist and livestock auctioneer based in Auckland. Contact Neil for all editorial and/or on-stud auctions. Phone. (09) 8133338



“Welcome” - From the President Australian LOWLINE Cattle Association Inc.

C/- ABRI, University of New England, Armidale NSW 2351
Ph: (02) 6773 2393 Fax (02) 6772 1943 Email: lowline@abri.une.edu.au

re-elected. This gives us another year of a united and dedicated team.

Dear New Zealand Members,

I was delighted to receive a request from Pam Johnson, for New Zealand members to form a Lowline Promotional Group, and in so doing, staying under the umbrella of ALCA.

I have spoken to our Council members about your intentions and all are very pleased you are taking this step, and offer any assistance you may require. You will

also find David McDonald of ABRI, most helpful. Your Promotional Group name ALCA NZ LPG is a good choice and shall be recorded here.

I am told there are Ten Registered Lowline Studs in New Zealand now and three new members about to join. This is good news. For the record this puts New Zealand membership equal with Western Australia.

This year as you all know our

Council Elections were decided by Postal Ballot for the first time. This relieved all the congestion experienced at previous AGMs.

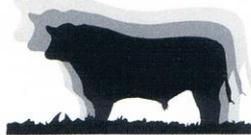
There have been two new committee members elected this year, John Gamper and David Collins. Ian Bamford was unable to stand again this year as his work load with his new business is too great but he remains our Public Officer, all other Committee Members were

Last year I started the practice of visiting each of our Promotional Group meetings once a year, and would like to think this could be arranged with New Zealand at a later date.

I wish you all well in forming your Promotional Group.
Kind Regards

Allen Beech, President.
President

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Located in the heart of Mid-Canterbury we are within an hour of Christchurch and only a half hour from the Mt. Hutt ski field. We first became interested in Australian Lowline Cattle after reading an article about them in a local farming magazine. Living on a small block, their small size, docility and easy management appealed to us and our lifestyle. They are an attractive breed with a high feed conversion efficiency which makes them ideally suited to both small acreage farms and large scale herd build-up programmes.

Lowlines have more than just appeal for hobbyists - they have huge potential as a commercial breed in their own right. Cattle growers worldwide are looking for smaller, tastier cuts of prime beef. In November 1997 we were finally ready to set up our own Lowline stud.

We imported five mature heifers from a leading Australian breeder - Geoff & Kenneil Martin's "Longbow Stud". It was important to start with top quality animals from a sound pedigree, as these animals form the seed

stock of our herd. At present two heifers are in calf and the others are midway through an embryo flushing programme. The main sires being used in our 1998-99 breeding program are Brackengrae Beau Lad and Binnowee Caesar (Champion Bull and Supreme Lowline Exhibit at the Sydney Royal Agricultural Show 1996) Ashmore is dedicated to breeding superior stock from a strong genetic baseline.

A low cost way to enter the lowline breed is to purchase a recipient cow with a purebred Lowline embryo implanted. Ashmore has to offer breeding packages to suit the individual requirements of any intending purchaser including embryos, PTIC recipients and purebred livestock.

We are members of the "Australian Lowline Cattle Association" and provide our clients with a follow-up support and information service. Inspection of our breeding herd is most welcome, to arrange a visit please contact



BRAMBLETYE STUD

Started the Lowline breed in 1990, with the first purchase of Low line animals from Glen Innes Research Centre.

Brambletye Stud is the biggest Lowline Stud with the largest genetic base. It is a full time professionally directed and managed International business. All its Lowline are registered with the ALCA.

Brambletye Stud has bred in excess of 250 calves and developed 250 PTIC's (recipient pregnancies), produced and exported over 500 embryo and 20,000 semen straws.

No one has more experience in breeding, marketing and selling Lowline.

Additional to its own Lowline herd, Brambletye Stud manages and agists Tainui Lowline Stud, the foundation stud of David Barnett. Such management service being available to Brambletye customers and clients should they prefer not to be 'hands on'.

Together with these Lowline herds, Brambletye Stud also runs a Commercial Low line herd, a Low line steer operation, a recipient herd, and its Angus herd, in all 500 odd head.

Directed by Richard Phillips and managed by Ben Simpson (Australian based Stud Ph/fax +61 260 205 355 or mobile +61 417 463 058).

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EMAIL: rspp@xtra.co.nz

WEB SITE: <http://www.brambletye.co.au>

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For a brochure or to be on the Brambletye mailing list contact either Richard or Ben or mail your name and number to P.O. Box 25-616, Auckland.

"The small acreage perspective"

by **Pam Johnson, Mt. View Lowline Stud**

Living on a 20 acre block in North Canterbury, my husband Grant and I were looking for an activity that we could run on our land, something with the potential to be a successful business.

We had looked at different options, we felt we needed more land to run larger cattle breeds, it wasn't enough acreage for enough of a financial return off sheep. We investigated horticulture, but which crop to grow? After seeing Lowlines on a television programme in Sydney we visited studs and shows in Australia to investigate this new breed. We were very impressed and purchased our first animals (cows and a bull) from Ardrossan Lowline Stud. We have



also purchased embryos from Brambletye Lowline Stud and have these calves on the ground. We are very proud of our animals and genetics from these two studs who have been very helpful to us.

We chose Lowlines, because;

- They are docile and easily managed.
- The breed was (and still is) in its infancy, with lots of upside.
- Their high value and

scarcity meant we could have a real business with just a few head

- Their small size and good feed conversion capabilities means we could run almost double the number of animals, compared to British breeds

- Their exceptional meat characteristics on limited feed intake makes them efficient cattle with low maintenance costs

- There was (and still is) an opportunity to export (cattle and embryos) as well as supply the NZ market

After 18 months in the business' we are even more certain our decision was right. The future of the Lowline breed is certain, they are the only breed of cattle in the world that can produce off grass, lean, well marbled, tasty and yet 'sampler' portioned beef - beef that the modern day health conscious consumer and restauranteur demands,

but cannot source.

Our advice to anyone looking at starting with Lowlines would be to choose good quality bloodlines, from a stud which has animals registered with the ALCA, and who will be supportive to you during your earlier years. Visit different studs and view their animals. Talk with the breeders.

There is sufficient variation within the Lowline gene pool to enable breeders to develop the type of animal they want. While some breeders are attracted to the idea of producing small, easily managed animals that are ideal for small areas, other breeders are more intent on maximising the production of beef per hectare. Lowlines are perhaps the only breed of cattle in the world today that can fulfil both of these objectives.



THE INTERNATIONAL MARKET

Contributor - Richard Phillips

The Lowline which evolved in Australia and which were commercially released in 1990, will they be internationally accepted?

Does this breed have anything which distinguishes it from other breeds, 'sets them apart so to speak'? If they do, does this distinguishing feature, have any commercial value?

It is my belief that they are able to be distinguished, that they can therefore be marketed as non-substitutable and that their distinguishing feature is of commercial value.

In making claims for the breed, in distinguishing it

from other breeds, you must understand the concepts involved. For instance, the American market likes grain feed beef. This may be because this is how they finish their beef, in feedlots. Or it may be, because they have to feedlot, due to climate. Either way, grass finished beef in the American market is not the product of choice. Thus an animal's ability to finish on grass is of little significance. On the other hand, the ability to finish on grain, is a commercial factor. The less grain used per kilogram of body weight put on, being the single most important factor in the feedlot.

The Trangie experiments,

proved the feed efficiency of the Low line animals.

The breed's acceptance in Canada and the USA, by 'cattlemen', is better than it has been in Australia. What do the American's see in the breed?

They see scope for a true 'paddock to plate' beef production, processing and sale business. What features of the Lowline attract these people?

It's a new breed. The numbers of animals are very small (in the region of 3,000 females worldwide). The quality animals of the breed are of high value. At the end of the day the product is something you eat, so what's it eat like? Some (I for one, Neil Effertz for another) say better than any other beef eaten to date. So the underlying product is beef - which is established with a bottom line price of cents per kilo.

To produce this beef you need 'seed stock', the animals which will produce the product.

So 'value' is a derivative of the product produced - the beef itself, not the animal. But what makes the beef so good? It has to be the genetics, the purity, the isolation of the herd. All factors which cannot be easily substituted, if at all.

You cannot eat animals of the breed until there are the numbers. Given the small number today, there is years

of 'super breeding' before we have enough to supply other than a few restaurants or specialty beef outlets.

The law of supply and demand applies, whilst supply is limited and demand high - price will be high.

What this means for breeders outside Australia is that they have the same opportunity as breeders within Australia, in the case of NZ in my opinion, more opportunity. This is because the Australian breeders by and large have not marketed globally, and even if they wanted to, are unable to do so from many regions within Australia.

The market for the Lowline is international.

The only restriction being the protocol (inter - Country health testing and residency requirements) applying between the Country of export and the Country of import. In this context, New Zealand is less restricted than Australia and consequently a better place to produce from. Livestock are large and heavy 'packages' to deliver, not so semen and embryo. As to cost of genetic reproduction, New Zealand is cheaper than other Countries.

You have to sell what the market wants, not what you think it wants. If the market demands a certain 'type' then you produce that type.

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The USA market is the domain of American Loala Management, an organisation committed to the 'beef type' and only animals of quality within this type. If you are considering producing embryo qualified to the USA protocol, then make sure that the dam and sire are 'of type' and the sire recognized (i.e. a proven sire whose body scan substantiates the 'type').

The Canadian market tracks that of the USA. It is not independent, at least not yet and so the 'type' of product to produce is the same as for the USA market (but note different protocol i.e. health tests).

The Chinese market has proven more difficult than the American. This, in my perception is because this market is not necessarily looking for the best genetics (to produce seed stock) rather commercial genetics (to improve carcass yield and quality). Competing with other breeds based upon carcass yields is very difficult for the Lowline, as bigger heavier animals give more yield.

So the Chinese market, likely requires the same 'type' of genetics as the American. However foreign exchange restrictions make this a difficult market to trade in.

Europe and the European Community are accessible from NZ. These markets are likely the best ones for New Zealand Lowline breeders to target, simply because the Australian breeders have enormous difficulty in

supplying.

Given the 'ebbage payment' (subsidy regime) operating in England, given that the breed came from Scotland (historical genetics) and given that the exchange rate operates in favour of NZ - this is the market to develop.

A Lowline bull bred to a Lowline female (simply because they are Lowline) will of itself, likely be unsaleable. This is because the international markets for Lowline genetics are better informed than many breeders, as to the blood, sire & dam lines of the breed - what these lines produce as to 'type' - what 'lines' breed what characteristics or traits and whether a line breeds true or not.

There is a wealth of information, some conflicting, regarding the breeds history, genetic traits, blood lines, sire lines, and characteristics (animal & carcass).

What's important is the breeds 'genetic purity' which is the prime, some would say only, distinguishing feature. It is this purity which other breeds cannot guarantee, they can certify pedigree but only the Lowline can guarantee purity, pure because the breeds herd is closed and has remained isolated for a quarter of a century.

Richard Phillips is the Managing Director of Brambletye Stud and has been instrumental in establishing the American market to which he often travels

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About JAYLINE

We are the oldest NZ stud.

Established in 1995, at 230 Kaipara Road, Papakura, in South Auckland, we are in our third year breeding Lowlines.

Being professional people ourselves, and living on a few acres, we needed something to do on our land. We had no experience whatever with farming of any sort.

The Lowline breed were well suited to our requirements and we have found this to be the case.

Unfortunately, from the business perspective, our Lowlines have become part of our family, our pets, and so we could not consider their slaughter for meat.

The perfect miniature, small and easy to handle, but real cattle not toys, that is how we see our cattle. Smart, docile and friendly. The ability to survive 'on the smell of an oily rag'.

Our Heifer "**Annabelle**" from a very fertile line is currently in embryo production and so for the first time we can offer embryo as well as live animals.

We welcome visitors, and look forward to showing off our animals.

John & Yvonne Murr



LOWLINES IN NEW ZEALAND

By Neil Spotswood

My introduction to the Lowline breed of beef cattle occurred in April 1995 when I was asked to write an article on them by the Country Studstock Magazine.

I well remember visiting Kotinga Stud in Ara Kotinga Road, South Auckland, their new and impressive semen and embryo collection buildings and their herd of Lowline imported from the Brambletye Stud in Australia.

The animals struck me as being very much like the Angus I remembered from my days as a stock clerk in the 1950's, being thicker and chunkier than they are today.

So what were they?

I learned that as a separate breed, they were developed by the Department of Agriculture in New South Wales, Australia from a closed herd of 85 Angus females from 1964. That each animal's pedigree is certified correct, and can be traced, unbroken to Aberdeen Angus genetics imported into Australia from the 1920's.

So my memory was correct. The Lowline breed was not so much new, but the old preserved although, through the selective single trait breeding policy at Trangie, smaller.

The Lowline has appeal

for everyone. Being Angus genetically they can produce



quality slightly marbled beef, beef able to be branded and sold as being of the highest quality. Being smaller than traditional Angus you can run more to the acre, their feed efficiency being proved in the Trangie experiments. Docility allows the inexperienced to manage these cattle, the fertility of many of the females allows genetic manipulation by way of embryo production and sale to foreign markets.

So what of the future? Although imported into New

Zealand in April of 1995 little has been done to promote the breed here. Whilst in Australia it is now a feature of the Royal Shows, a competitor in steer and carcass competitions with the beef it produces being sold to the restaurant trade in Melbourne on the 'paddock to plate concept'.

Internationally sought after, there is scope to breed seed stock for the local or foreign market or to commercially breed for beef, beef capable of genetic distinction from all other breeds, due to their certified and guaranteed purity.

I forecast a bright and rosy future.

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The Lowline breed

Concepts

Lowline

Is the name chosen for the breed by the foundation members of the ALCA. It derives from the Trangie 'Implications of selection for growth' program. In this program the Trangie herd of 220 breeding females was divided into three lines, one of which was referred to as the 'Low' line.

Hence the name 'Lowline' (note it is one word).

Trangie Stud

Is the Australian Agricultural Research Centre, at Trangie, New South Wales..

The Angus herd at Trangie was established in 1929 to assist in providing a source of quality Angus cattle for the New South Wales cattle industry.

Trangie stud exhibited their Angus with success at the Sydney Royal Show during the 1940's and 1950's.

The Trangie projects

From 1964 the Australian Meat Research Committee provided Trangie with financial support to consider the role of performance recording in the breeding program of its herd. The herd

was closed and has remained closed ever since, there being no introduction of animals from outside the herd

From 1971 to 1973 a trial was conducted in the Trangie herd to compare the progress made from selection based on measured weight gain with that achieved using visual appraisal.

How the Low line developed at Trangie

In 1974 a new project was initiated to evaluate the effect of selection for growth rate on total herd profitability. The herd was divided into three closed lines, one of which was the low line (animals from which line form the animals of the ALCA closed herd book) This line comprised 85 cows.

Glen Innes

Is a satellite research centre to Trangie. Animals at this centre form part of the ALCA herd book and can be pedigree traced to the Trangie Low line herd.

These cattle when sold were accompanied by a pedigree certificate issued either by Agricultural Research Centre, Trangie under the hand of Peter Parnell, Livestock Research

Officer, or by 'the Cooperative Research Centre for the Cattle and Beef Industry (Meat Quality)' under the hand of Robert Herd, Research Scientist.

Only animals certified under the hand of Peter Parnell are recognized by the ALCA as "Lowline".

Hamilton

Is another satellite research centre to Trangie. Animals at this centre and traceable to the Trangie Low line herd are referred to in Australia as "commercial Lowline" and are not recognised, as "Lowline" by the ALCA.

Lowline foundation animal

Is an animal, sire or dam, whose pedigree paper is contained within the Foundation Herd Book of the ALCA as published in May 1998 after an independent audit report by Ernst & Young, Auditors.

The Lowline breed Society- "ALCA"

Is the incorporated body 'The Australian Lowline Cattle Association Inc.' formed on the 4th of

November 1992, as the Australian breed society for the 'Lowline'.

This society has published a closed herd book, which contains a copy of the pedigree certificate of every foundation animal of the Lowline breed. Only progeny from these animals which have been parent identified by blood sample, will be accepted for registration with this society. This is to ensure the purity of the breed for the future.

The New Zealand Promotion Group of the ALCA

Is the unincorporated body of persons, firms and corporations within New Zealand, associated by their membership of the ALCA, or their participation and/or interest in the Lowline breed.

These people have as their objects those found on the front inside cover of this newsletter.

Lowlines derived from a closed herd

Trangie closed the Low line herd, in 1974. From this date all replacement bulls and heifers were selected solely on the animals yearling gain (adjusted for the age of the dam).



continued

Consequently these animals have been isolated genetically now, for 25 years.

Foundation Lowline

Are animals, sire or dam, whose pedigree paper is contained within the Foundation Herd Book of the ALCA as published in May 1998 after an independent audit report by Ernst & Young, Auditors.

Pedigree certification

The Trangie pedigree certificates include four successive generations of Sire and Dam lines. The ALCA pedigree certificates also provide four generations of pedigree line.

These 'lines' are unbroken, and can be traced to the foundation animals purchased by Trangie during the period 1929 to 1964.

Genetic stabilisation

Is the process by which the Low line breeding female

herd was maintained during the period from 1974 to the present time.

This herd was maintained at 85 breeding females using only 5 sires per year, during the period 1974 to 1982. Thereafter the herd was expanded in size by retention of all potential breeding females (this was done to establish the satellite herds at Glen Innes and Hamilton).

By virtue of this process, which followed the earlier Trangie projects, being the initial breeding program commenced in 1929, to provide quality Angus cattle to Australian breeders, utilizing largely imported Angus genetics, then (from 1963 to 1970) the demonstration of the use of measured performance in a stud herd, then (from 1971 to 1973) the comparative study of measured weight gain versus visual appraisal and finally (from 1974) the 'implications of selection for growth', the breeding herds genetics 'stabilised'.

NEIL SPOTSWOOD

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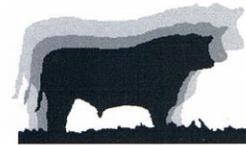
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INSPECTION WELCOMED



Creatin' The Legend.....

"Thoughts on the Lowline (Loala Industry)"

by Neil Effertz,

President-American Loala Management

Loalas.....the most revolutionary genetic introduction to the North American beef industry in decades. The Loala Miniature beef cattle breed offers open-minded cattlemen a new option to lower production costs and increase profits through marketing seedstock in a radically different beef breed. These small framed, heavy muscled, high quality cattle can produce a totally different beef product for an upscale market. We are talking about easily identified, traditional cuts in a smaller, more appropriate size that are cut thick to retain the juiciness and flavor...taking the guilt trip out of the beef eating experience!

These imported breeding animals will eventually be used to bring beef and dairy heifers into their first calving experience with no calving difficulties, and on the side, they will create a premium value beef product for selected, higher quality markets. In addition to their moderate and more user friendly portion size (a T-bone steak the size of a pork chop), their added muscling, lower back fat and higher quality grade will help these Loala cattle produce the highest carcass value of any cattle in the world!

THE CATTLEMAN'S PERSPECTIVE

Written by Neil Spotswood from an interview with Neil Effertz

The Effertz family, from Bismark, North Dakota are known as breeders of the finest quality Charolais cattle that win at the Denver stock show every year. So I asked Neil, why did you get into Lowlines?

Neil explained that Lowlines, Loalas as he calls them, are a component of a changing cattle industry. "These cattle are strategically designed for a specific purpose. They're not going to replace all the big cattle in the world, but for a niche market, they can do something no other breed can do".

The Loala brochure makes the point that Lowlines are exceptional beef cattle that thrive on limited feed intake thus lowering production costs while producing half-size cuts of lean, flavourful, high quality beef.

Neil went on to say, "If you cut a steak off some of our big cattle, you don't get a steak anymore, you get a roast". The point he makes is that the beef portions from

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the Lowline are consumer sized, they are eatable portions.

When Neil showed his Loala cattle to an East Coast meat distributor, he was told by the distributor "I need it. I want it". How many said Neil, 200,000 said the meat distributor.

So Neil set up Loala Management and started buying Lowlines - live cattle, embryo and semen. Neil stresses that he will only buy quality and that he knows what quality is.

The cattleman's approach, then was, lets see the animal, lets identify what its good for, is there a market for the smaller cuts of beef? When the answers to these questions were all positive

the-investment in the cattle was made.

The Loala Management investment in Lowline genetics is multi million, involves a number of American cattlemen and represents a serious commitment to developing a niche beef business. A business based upon ALCA registered Lowline genetics.



Neil Effertz



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Mobile: 021-912 204

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Marketing

Mr Robert Baird

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**From the Editor -
Australian Lowline Cattle Association
(ALCA) Inc. Journal**

Firstly I would like to thank the Australian Lowline Cattle Association - New Zealand Promotion Group, for the opportunity to contribute to this, their first journal. I would also like to congratulate the New Zealand members of ALCA for having the foresight to form an ALCA promotion group to further the development of the breed in New Zealand and indeed the rest of the world. The formation of this group can only strengthen the links between Lowline cattle breeders in Australia and New Zealand.

So far, 1998 has been an exciting and busy year for our association. Lowlines were the feature breed at the Royal Canberra Show where 56 Lowlines were paraded before the judge. Another record was set for lowlines at the Sydney Royal Easter

Show, held at the new Homebush Bay Showground, when 52 head were entered for judging. The judges at both these shows, Mrs Lucy Newham and Mr Mel Ryan both commented on the excellent quality of the cattle exhibited.

The transfer of our Secretariat to the Agricultural Business Research Institute (ABRI) in May of this year was further evidence of the increasing popularity of our breed. ABRI provide secretariat services to most of the mainstream cattle breed in Australia and also BREEDPLAN. They are a very experienced and professional organisation which will assist us to develop our breed and the association.

At our recent AGM held in Melbourne on the 19th September, 1998 the entire

Lowline Cattle Association Council was re-elected for another term which I believe demonstrates the membership's confidence in the work of the Council. This will also provide stability for the Association and give the Council the confidence to push on with its work. An additional two members were also elected to the Council to help cope with the increasing workload.

I believe that Lowlines have a very bright future ahead of them, not just in Australia and New Zealand but in other parts of the world. Their general ability to do well on both lush and marginal country makes them very adaptable. Their low maintenance, ease of calving and docile temperament also add to their appeal. The identification of animals within the breed that have the ability to produce small, very high quality cuts of beef has

added another dimension to their appeal.

Finally, the formation of the New Zealand Promotion Group marks a significant milestone for our Association. It is the first time we have formed an official link with a group of breeders from outside of Australia. I wish all New Zealand Lowline cattle breeders well for the future and look forward to working together to promote Lowlines in both our countries.



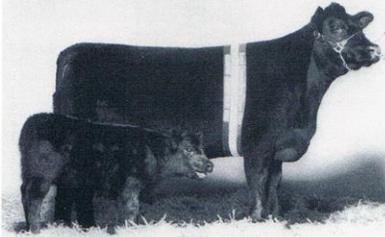
Keith Smith
ALCA Journal Editor.

| BEEF PRODUCTION ANALYSIS | | | |
|---------------------------------|------------------------------|------------------------------|------------------------------|
| | ANGUS | SIMMENTAL | LOWLINE |
| D.O.B. | 1.9.95 | 18.9.95 | 2.9.95 |
| WEIGHT | 756kg | 840kg | 310kg |
| E.M.A. | 106cm ² | 104cm ² | 74cm ² |
| RATIO | 14.02cm ² /100kg | 12.38cm ² /100kg | 23.87cm ² /100kg |
| FEED @ 3% 3f | 22.68Kg/day | 25Kg/day | 9.3Kg/day |
| FEED 25c /kg | \$5.67/day | \$6.30/day | \$2.30/day |
| 90 DAY FEED | \$510 | \$567 | \$209 |
| FEED/100kg | \$67.50 | \$67.50 | \$67.50 |
| COST/E.M.A. | \$67.50/14.02cm ² | \$67.50/12.38cm ² | \$67.50/23.87cm ² |

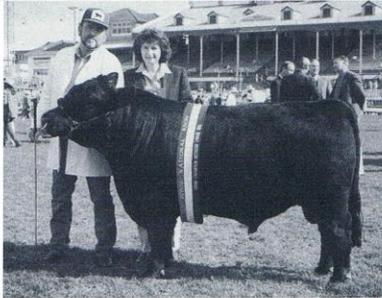
This analysis was prepared by Ben Simpson using cattle shown at the Royal Sydney Show 1998



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"MELROSE ABBEY"
GRAND CHAMPION
COW -
ROYAL BRISBANE
1997



KINTYRE
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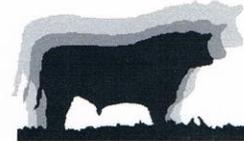
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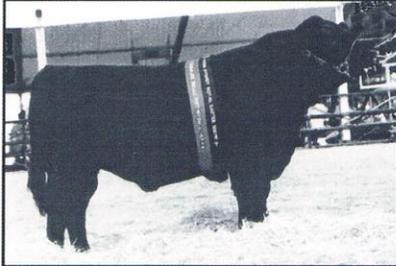
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Jamie Aitken & Ben Simpson at the Royal Sydney Show
1998 with the prize winning Lowline bull "Rancher"





The RESTAURANT TRADE INTEREST

by Neil Spotwood

from an interview with Ben Simpson

It is my belief, that the future, the long term viability of the Lowline breed, must stand or fall on how successfully the industry market their beef.

It is not surprising then, for Ben Simpson to tell me recently that he had set up a 'paddock to plate' specialty meat company, called 'Genetically Niche Beef'.

Genetically Niche Beef company has based its business on the low growth Aberdeen Angus that came from the Australian Government's experimental herds at Trangie, Glen Innes & Hamilton. This is not the first such business to be

established, that honour goes to Jamie Aitken's Culloden Lowline Stud, in Victoria.

Ben Simpson and Jamie Aitken supplied Lowline beef to the Guy Grossi, Melbourne restaurant chain. These supplies had Mr Grossi reporting that "The meat is wonderful to use in a professional environment. The full beef flavour, tenderness and juiciness, along with the smaller cuts of beef, make this product unique".

Genetically Niche Beef company selects its steers from Lowline studs in New South Wales and Victoria. Ben says "I view every steer

I buy. I must be happy with the producers management of their cattle. Poorly treated animals that are not given the right nutrition early in life will not perform on the plate. My feedback comes directly from the restaurant customers, the people eating the product. If a restaurant has a dissatisfied customer they lose that customer. Because the restaurateur has a direct relationship with me (the producer), any problem can be addressed immediately. I restrict myself to genetics which trace directly from the closed Trangie Angus herd. This allows me control over my beef source, because that source has been isolated for

25 years. Genetics which stabilized over that period enables me to distinguish my beef product from all others".

Mr Simpson has not had any negative feed back. His experience augers well for the Lowline breed but as Ben says "You must research and understand the genetics you are dealing with, you must feed the steers on good grass and/or grain mix and offer something that is completely different, to all the other products on the market. The product my Genetically Niche Beef company is supplying is genetically different, it is a truly niche product to a niche market".

MT. VIEW LOWLINES

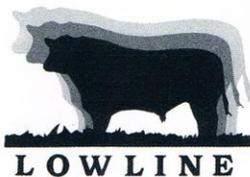


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