

# Seizing the Angus advantage

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**S**TRONG marketing and consumer preference have combined to force Angus bull prices up across Australia.

The Angus breed was the biggest grossing sector of the bull market during the 2010 selling season with sales topping \$31 million.

More than 6600 Angus bulls were sold and the sector accounted for 36 per cent of all bull transactions among the major breeds.

Angus Australia chief executive officer, Peter Parnell, said this volume of sales suggested growing confidence in the Angus brand.

"The bull sales certainly are going really well for the breed," he said.

"There has been increased demand for Angus across the season.

"We have had a wonderful season across eastern Australia and people are confident in the breed and are using that confidence to rebuild herds after a number of drought-hit years."

Angus bull prices averaged \$4686 and topped at \$50,000 – equalling the Australian Angus bull record – for Tuwharetoa D145 from the Tuwharetoa Angus stud dispersal, Tarcutta, in April.

The bull – which weighed 682 kilograms and was sired by Te Mania Ambassador A134 and from a Lawsons Henry VIII Y5 cow – was bought by Te Mania

Australia, Te Mania New Zealand and the Harbison family's Dunoon Angus, Holbrook.

Mr Parnell said higher prices, such as those paid for Tuwharetoa D145, were caused by several factors.

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For its latest figures, Angus Australia has compiled statistics on bull sale prices from 156 auction sales across the country.

Mr Parnell said this information, available on the Angus Australia website, gave producers and interested onlookers an insight into the progress of the breed.

"We have done that to benchmark what Angus bulls are doing relative to the rest of the industry," he said.

"You can't market the breed properly unless you know what is going on across other breeds."

As producers in many of the



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eastern States looked to rebuild herds after a decade of drought, they were choosing Angus because of good post-sale service, Landmark stud stock manager, John Setttee, Dubbo, said.

"The good season and the fact a lot of NSW and the other eastern States are now drought free means people are rebuilding their herds and bull prices across all breeds have been strong," he said.

"But I think buyers probably

still like the quality genetics and the good service from the stud market, in terms of being able to select certain sires to go down a certain track.

"There's no doubt the

Angus breed is very popular at the moment in terms of rebuilding the national herd and the backgrounding and feedlot sectors."

And Mr Setttee said the strong sales could continue into the 2011 autumn selling season.

"If we can get through the summer and people have a few bucks in the bank from the crops, a good early autumn break could mean things can go onwards and upwards," he said. "Hopefully, things can go well into next spring."

## 'Assured market' boosts confidence

AN APPARENTLY "assured market" for Angus beef reflects the fact an increasing number of producers are looking at the breed to help rebuild their herds.

Elders NSW stud stock manager, Andy McGeoch (pictured), Orange, said commercial links in a variety of markets made Angus a good choice at bull sales.

"Numerically, there are more Angus cattle across NSW than there have

ever been before," Mr McGeoch said.

"Commercial breeders seem to have an assured market for Angus beef and that gives them more confidence."

Mr McGeoch attended a number of Angus bull sales across NSW during the year, and listed sales at the Texas Angus stud, Warialda, and Onslow Angus, Wallendbeen, as among his most impressive of the year.

Sales across NSW have been strong and he expects this trend to continue for a considerable time.

"We are having a good season now and the cow herd across NSW has been greatly reduced because of seasonal conditions over the past few years," he said.

"I can't give a reason why prices shouldn't keep going; there's so much grass around that things should still keep going well."

