

Media Release:

Coodardie Brahmans GRASS FED Bull & Female Auction, Wed 16th May 2012

Something for Everyone

Mataranka in May is the place to be: starting with the Never Never Festival on Friday to Sunday 11th, 12th, 13th of May; then the Cattle workshop and Auction on Wednesday the 16th; and perfect weather for relaxing all month long!

The O'Brien Family of Coodardie Brahmans will once again transform the Mataranka Rodeo Grounds. Instead of bucking bulls, a docile line of genetically quiet bulls and females will be patiently waiting for their turn through the Auction ring.

On offer at the 2nd Annual Coodardie Brahmans GRASS FED – QUALITY BRED Bull and Female Sale is 75 bulls and 69 females.

Selling Agent, Bram Pollock of Ray White Livestock says, “There is something in this draft for everyone: from the discerning stud buyer after particular traits, the blockie after a good quiet bull; or the large commercial producer after a functional and fertile line of affordable bulls which will assist in improving their bottom line.

The females will be selling in pen lots of reds and greys, heifers and young cows, with only the youngest of the heifers not already in calf.”

Daughter and Stud Manager, Moira Lanzarin says, “Our breeding is done under extensive commercial conditions. EBV measurements are not possible to be accurately delivered. We therefore offer an alternative method to achieve the same results: i.e. the identification of high genetic performers. Full details and photos are constantly being updated on our website – www.coodardie.com.au – so please come and have a look.”

This identification is done through the Classic Livestock Management Services (CLMS) assessment system. Each bull has been fully independently assessed by Gerald Wyatt of CLMS for fertility, meat quality and structural soundness.

A free FERTILE and FUNCTIONAL Cattle Selection Clinic will be held prior to the Auction, starting at 10am Wednesday morning which will explain in more depth about this system and how to best understand and make the most of the assessments in the sale catalogue.

“Survival and Reproduction are the biggest and most important profit drivers in the northern cattle industry but taste and tenderness cannot and need not be overlooked,” says Gerald Wyatt.

Thanks to sponsorship from Member for Stuart, Karl Hampton and NAB Agribusiness, a light lunch and morning and afternoon tea will be provided. The small kids have also not been forgotten – thanks to Roper Gulf Shire and Good Beginings Playgroup.

For more information, contact Moira Lanzarin on phone 08-89754955

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