

MEDIA RELEASE:

COODARDIE BRAHMANS BULL & FEMALE AUCTION

Fri 13th May – You'll be unlucky if you miss it!

On Friday 13th of May the Mataranka Rodeo Grounds will be transformed. You won't find any bucking bulls here. In their place you will see a line up of genetically quiet purebred Brahman bulls and heifers ready to go and be herd improvers on small and large operations across north Australia.

The O'Brien Family of Coodardie Brahmans will have on offer 73 purebred Brahman herd bulls and 68 purebred Brahman heifers for public auction. Fellow Mataranka Brahman breeder and long-term user of Coodardie bloodlines, Hamish MacFarlane will have some bulls included in the line-up.

Mike & Clair O'Brien and family have been in the Brahman bull breeding business now for 35 years. They have experienced the ups and downs and are in it for the long haul with their primary objective to provide functional, productive and affordable cattle for their customers. It is for this reason that the sale cattle are presented in paddock condition.

Daughter and Stud manager, Moira Lanzarin says, "We believe in Grass fed, Quality Bred. This means you pay for leading genetics – not expensive grain. And, as they are fit and bred in the north, for the north, they are ready to go straight to work do well in your paddock and also be good for your bottom line."

With the renewed interest and plans for meatwork facilities Moira says, "It is an important time to not only concentrate on weight gains of the live export market but good meat quality as well."

"Tender and tasty meat is linked to better herd fertility. Gerald Wyatt of Classic Livestock Management Services will be at the sale to speak about this and the role Coodardie Brahmans has to play in achieving it."

"All the bulls and heifers have been rigorously selected and assessed for fertility, meat quality and structural soundness. These results will be available at the sale. Both red and grey, horned and polled cattle are included in the draft with most being around the 2 years old."

Repeat buyer, Bill South of the Mungoorbada Aboriginal Corporation at Robinson River says, "You certainly have the temperament under control!" and is booked in for the sale and a fun filled weekend in Mataranka on the 13th.

Buyers and visitors from right across the region will converge on Mataranka for the Auction and the Never Never Festival. Interest has been expressed from properties as far away as North Queensland and the Kimberlies.

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

Email: moira@coodardie.com.au or web: www.coodardie.com.au



Above: Vendors, Moira Lanzarin and Mike O'Brien of Coodardie Brahman, Numul Numul and Coodardie Stations



Above & Below: Young red and grey purebred Coodardie Brahman bulls

