More Beef - No Grief

South Devon

Cattle Society of New Zealand (Inc)

Mission Statement

To preserve, promote, and progress the South Devon Breed in New Zealand

President's report

Hello to you all, no doubt many of you will have your sights set on a bit of warm spring weather as calves begin to appear. All the best for the coming spring.

Recently the BOM met in Feilding. The first such meeting for several years, so for some of us it was the first visit to PBB. It was an excellent opportunity to meet many new staff, including manager Jamie Tait, who I believe will lead PBB back towards its origins. A reversal of the recent separation trends which included a distinct cooling of ABRI relations will be very welcome.

We discussed at length our fee structure and unfortunately the news is not great. The current financial year is going to post a significant loss. PBB on the back of their own financial woes increased their hourly charge rates from $42/hr to $75/hr. This has left the board with no option but to increase our dam fees from $37 to $45 (3rs and over) and $20 to $25 (2yr olds). Transfer fees for sires will increase to $200 and Associate member subscription will increase to $150.

These fees have also been linked to an annual CPI increase which will prevent the future need for large one-off increases. It must also be noted that recent significant fee increases have come after a long period of no increases, despite costs continuing to move upward.

During our meeting we talked via zoom with Nicky Turner, Christan Duff and Brad Crook (ABRI). They have agreed to help in our quest to investigate the possibility of including the UK and North American data bases in a combined analysis. We also discussed the possibility of developing a maternal and a terminal index within our current analysis. They are going to report back to us on both points.

As always, we welcome your feed back

Peter Foss.

Exciting Newsflash: South Devons Join Beef + Lamb nProve!

We are thrilled to announce that the South Devon breed will now be included in the Beef + Lamb nProve platform. This marks a significant step forward for our community, giving breeders powerful tools to benchmark, record, and improve herds using cutting-edge data and genetic evaluation resources. The inclusion of South Devons in nProve strengthens our breed's visibility and progress within New Zealand's beef industry, supporting our mission to preserve, promote, and progress the South Devon breed nationwide.

Constitution Review

As many of you may know the constitution needs to be reviewed and changed to meet the new Incorporated Societies Act 2022. At our recent board of management meeting the draft of the new constitution was reviewed. Shortly I will have completed the corrections and additions so that this draft document can be circulated.

I hope you will all take the time to review this document and if you have any changes or additions these will be considered so long as they comply with the new Act.

This is important as this document sets out how the society operates.

Jeanette Maxwell

Recent Face to Face Board Meeting

Our future View

At our recent board of management meeting a great discussion was had on where the society is at and what is needed to go forward. From this we have developed a Mission statement and a Strategic Plan/ overview. This will be circulated soon for you all to review and if you like to add or offer your input. This is a plan for the future, and it would be great for everyone to be a part of this.

Jeanette Maxwell

Mission Statement

"To preserve, promote, and progress the South Devon Breed in New Zealand."

As part of our renewed commitment to guiding the society's direction and values, we are pleased to share our newly developed mission statement. This statement reflects our collective purpose and will serve as the foundation for all our future initiatives and activities.

Emerging Projects

The board is currently investigating opportunities for breeders to market South Devon branded beef to the restaurant sector. This initiative seeks to highlight the unique qualities of the breed and create new avenues for breeders to add value to their cattle, increasing visibility and demand for South Devon beef in premium dining establishments.

We are refreshing the website, and we need your help.

We would love some new pictures, stories and content.

South Devons Increase Demand in the 2025 Bull Sales!

The growing strength of the red meat market was clearly reflected in this year's bull sales, with South Devons showing standout performance.
🔶North Island clearance rates rose by 19%, reaching an impressive 88%
🔶South Island clearance rates increased by 18%, hitting a remarkable 92%
📈These results highlight the breed's rising appeal and the impact of performance, and temperament.
🍋Congratulations to everyone who contributed to another successful season for South Devons!

Bull Sale Results

- Burtergill South Devon: 15/15 bulls sold, average $7,574, top $17,000 (1 Transfer)
- Ipurua South Devon: 15/20 bulls sold, average $6,933, top $10,500 (1 Transfer)
- Kaimoa South Devon: 22/22 bulls sold, average $10,704, top $13,500
- Loch Lomond South Devon: 4/5 bulls sold, average $6,625, top $10,500 (3 Transfers)
- Wainuka South Devon: 3/4 bulls sold, average $6,666, top $10,000 (1 Transfer)

Over the past five years, bull sale data has reflected not only the fluctuations in commodity prices but also a upward trend for the South Devon breed. While markets have inevitably responded to broader economic influences, these results signal genuine progress and underline the breed's growing reputation for quality. There is evidence that we are gaining momentum, with increased demand and stronger sale outcomes across multiple studs. The current board is committed to fostering this positive movement, setting a goal to maintain and build on these gains for the future. With continued focus and strategic direction.

South Devon						
North Island	# of Sales Recorded	Offered	Sold	% sold	Average Price	Highest
2021		42	32	76%	$6,263	$11,000
2022		46	34	74%	$7,403	$16,000
2023	2	45	28	62%	$6,043	$11,500
2024	2	36	25	69%	$6,068	$11,500
2025	2	42	37	88%	$9,175	$13,500
South Island	# of Sales Recorded	Offered	Sold	% sold	Average Price	Highest
2021		16	8	50%	$6,125	$12,000
2022		22	15	68%	$6,147	$12,200
2023	3	17	10	59%	$7,080	$12,500
2024	3	19	14	74%	$6,878	$9,500
2025	3	24	22	92%	$7,278	$17,000

Daniel Foss's Thesis at Canterbury University

Daniel Foss recently presented his thesis at a board meeting, sharing valuable findings from his research at Lincoln University on how parental traits affect sex ratios in South Devon cattle. This is a summary of his thesis.

Abstract:

The proportion of male and female offspring born—known as the offspring sex ratio (OSR)—can vary significantly. This ratio plays an important role in determining a parent's reproductive success, since males and females have different reproductive potentials. Understanding which factors influence deviations from the expected 50:50 OSR is crucial for optimising economic productivity, improving animal welfare, and reducing the need for replacements in livestock, as the economic benefits of male and female cattle differ. While many parental factors have been linked to OSR variations, their effects in beef cattle remain unclear. This thesis explores how parental characteristics, genetics, and seminal fluid composition influence OSR in South Devon beef cattle.

The initial investigation focused on a single farm (Ipurua South Devons) in New Zealand, studying the relationship between parental traits—specifically sire (father) age, dam (mother) age, and whether parents were horned or polled. Parental age showed no discernible impact on OSR, but polled parents produced more female offspring than horned parents, a finding that has not been widely reported before in cattle sex allocation studies. Expanding the analysis to a multi-farm, nationwide New Zealand dataset confirmed the effect of horned/polled phenotype on OSR, though the influence of parental age was inconsistent, likely due to differences in data accuracy between farm-level and national records.

Given the limited research on paternal contributions to sex allocation, further investigation was conducted into possible mechanisms driving OSR variation. Seminal fluid composition differed between bulls but did not have a direct effect on OSR, nor were differences between horned and polled bulls conclusive—areas that merit further study. The potential for seminal fluid to affect the relative abundance of X- and Y-chromosome bearing sperm led to an examination of sperm sex ratio variation among South Devon bulls, but technical limitations prevented accurate quantification due to suboptimal storage conditions.

These findings offer new insights into cattle sex allocation and the parental factors that influence OSR in South Devon beef cattle. They have practical implications for cattle breeding, helping farmers optimise herd management strategies—especially in relation to managing horned and polled cattle. More broadly, this research contributes to our understanding of the mechanistic and theoretical connections between sex ratios and parental interactions.

Daniel Foss

Emerging Leaders

We are proud to be supporting the Emerging Leaders programme. This great initiative is a programme for youth aged 8-25. The programme offers young people the chance to experience cattle handling and showing. Some may consider a future in agriculture, while others simply want the opportunity to work with animals they might not otherwise have access to.

South Devon Heifers have been included in the programme through the support of Ipurua South Devon. For further information or to offer your assistance, please contact Jason Hill at info@emergingleaders.org.nz.

BE IN TO WIN $100

Calving season is here, and our calf photo contest has begun! Snap a picture of a calf and send it to our Facebook page via messenger. Photos will be posted as received; after entries close on November 1st, all images will be shared in a single post for followers to vote. The most-liked photo wins $100. Enter now!

https://www.facebook.com/southdevonnz

Classifieds

Semen for Sale

Caroline Smith has SCC Kenworth 3K semen for sale, $54 +GST per dose please see attached for proof.
Please contact Caroline directly.
Please note Maxi Straws and that all progeny from this bull will need to be registered on the Black Registry.

If you have news, events, achievements, or photos you'd like to share with the members, we'd love to hear from you. Please get in touch with your contributions for the next newsletter—your input helps keep everyone informed and connected!

SCC Kenworth 3K Now in NZ $54+GST

DOB: 21/3/22
Birth Weight: 36kg
200 Day/Weaning: 272kg
400 Day: 499kg

GENOTYPE RESULTS Adjusted to ISAG(1995)

BM1824	180	/	188
BM2113	131	/	135
CSSM36	171	/	179
ETH10	217	/	219
ETH225	146	/	150
ETH3	117	/	117
HEL1	112	/	112

5) standard

INRA023	206	/	208
SPS115	248	/	260
TGLA122	143	/	151
TGLA126	115	/	119
TGLA227	81	/	81
TGLA53	160	/	170
BM1818	262	/	266

- DLCC DODGE CITY 78Y (200720)
- DLCC COWBOY JO 81C (208816)
- DLCC KATARINA 67Z (202798)

Sire: **MD EFFORTLESS 2E (216095)**

- SBCC ZEUS 2145 (202401)
- KNN STRAWBERRY 38C (209530)
- KNN STRAWBERRY 8Y (203314)

Animal: **SCC KENWORTH 3K (221062)**

- DLCC DODGE CITY 78Y (200720)
- DLCC DERBY 64D (210507)
- DLCC TOPAZ 20Y (200691)*

Dam: **SCC HOPE 5H (217905)**

- DLCC TWO STEP 84B (205508)
- SCC TESSA 3F (214954)
- SCC MISS ABBY (202415)

EPDs as of 03/23/25													
	Birth Wt	Weaning Wt	Yearling Wt	Milk	Mat WWt	Fat	Rib Eye Area	Marbling Score	Carcass Wt	Docility	Stayability	Calv. Ease Direct (%)	Calv. Ease Mat. (%)
EPD	+0.4	+55	+79	+9	+37	-0.06	+0.55	-0.2	-20.2	+12	+11	+5.5	-1.9
Accuracy	.45	.42	.42	.15	-	.28	.34	.31	.35	.38	.28	.41	.20
Breed Avg. EPDs for 2023 Born Calves Click for Percentiles													
EPD	0.6	61	91	17	47	-0.08	0.29	0.0	-3.6	12	15	10.2	3.6

Traits Analysed: BWT,WWT

Contact Caroline on 0275423169 for more info