



RISSINGTON BREEDLINE NEWSLETTER – SPRING 2010

WELCOME TO OUR SPRING NEWSLETTER. It seems most of the country has had a very wet winter and we are all eagerly waiting for spring to really kick in. At Rissington Breedline we are gearing up for a very busy time with our annual yearling bull sale – the first major event for the season on our calendar.

If you farm breeding cows then I would encourage you to come along on Friday 1st October, here at Rissington Station, where you will see a truly magnificent line up of yearling bulls. They are a real credit to the farming staff.

We have a lot happening in our business at the moment and this newsletter will provide you with a snapshot of some of it. But at the end of the day you can't beat sitting down and talking one on one. Our focus from here through to Christmas is to get out and see as many of you as we possibly can.

We're keen to hear what's been happening in your business and to look for common areas where we can add value to each other's business. If you don't hear from one of our team in the next month or so, please do call us direct.

YEARLING BULL SALE

This year we have 104 top quality bulls offered for sale on Friday 1st October at Rissington Station starting at 1.00pm. To give you a quick snapshot of the quality of these bulls:

- Over 50 bulls suitable for yearling heifer mating.
- Our Angus average is in the top 5% of the breed for Self Replacing & Angus Pure Indexes.
- Our Simmental average is in the top 15% of the breed for weaning & carcass weight.
- Our Stabilizer® offer Angus type with hybrid vigor & breed difference.

Our focus remains on the single most important trait: Profit. Our genetic trends back this up and our guarantee to you is to improve the profitability of your beef herd. We look forward to seeing you on the 1st.



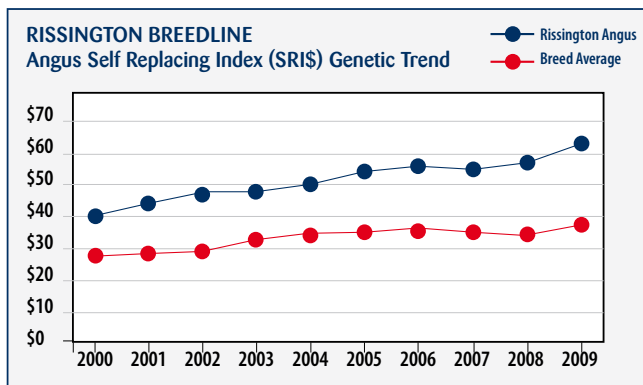
Yearling Stabilizer Heifers at 4500ft on Cecil Peak Station

FEED CONVERSION EFFICIENCY

Following our last newsletter regarding the feed efficiency work summary, many of you have commented and asked questions. We believe this holds enormous potential for our industry. The value of a cow that requires 20% less maintenance energy, steers that convert feed 30% more efficiently and females that consistently deliver higher reproductive results, will dramatically alter the profitability of our beef cows.

For the last three years we have been utilizing semen in our AI program from the top indexing Angus and Stabilizer bulls from Leachmans. Feed efficiency carries a high weighting in these indexes. We now have daughters in production and in this year's yearling sale we have Angus bulls sired by Protégé, the top indexing Angus sire and Stabilizer bulls sired by X137T, the top indexing Stabilizer sire.

We're very excited about this and look forward to discussing it with you.



A NEW SELECTION MODEL

The other exciting piece of news on the cattle front is a new selection model that creates a paradigm shift in the way you approach your bull selection and buying decisions.

Through recent developments in breeding technologies we can now offer you the chance to select your bull prior to conception. Effectively what we can offer is designer bull production. The biggest benefit to you is that it focuses your genetic selection on the female - that's right you can select the female that will produce your sire. The sire after all is just a carrier of the genes into your cow herd. Ultimately, what you inherit is your breeder's cows, so shouldn't that be where the focus is?

The ability to select your genetics from the top 1% of the breed for a price that is less than the average auction bull is real value for money.



Lot 1 – Rissington 090365 – SRI\$64

PRIMARY GROWTH PARTNERSHIP

A great announcement recently from MAF to support the PGP bid from Landcorp, Silver Fern Farms and PGG Wrightson. On top of this there are good murmurings from the sector that we could see an improvement in pricing this season. Hopefully this is what the industry needs to bring back some confidence. A lift in price coupled with a program that offers genuine leadership and tangible strategies should be an encouragement to keep innovating and keep investing in our businesses.

The staff who form FarmIQ will have a major challenge and unique opportunity to make a real difference in our sector. To hear more about this there are a series of roadshows which we would encourage you to attend. Check out our website www.rissington.com for dates and venues.

FAMILY LINES



April Mainland

At Rissington Breedline family lines are a huge part of our business. Optimising the value of quality family lines is what genetics is all about so when we find the right ones we like to make the most of them. With this in mind we are very pleased to welcome April Mainland to our team. For our southern clients you will know April's father Garry Mainland as your local Key Account Manager. Garry has demonstrated all the attributes you need to build strong client relationships so when we decided to expand the team and April applied it was an easy decision. April exhibits the same traits that have made Garry a valuable team member – integrity, honesty, hard work and a strong drive to do the very best for the client.

April has always had a good keen interest in farming and has had a mixture of positions within the agriculture industry. These range from studying at Telford Rural Polytechnic, working on a sheep and beef station in Northern Southland, working in rural supplies and more recently servicing and installing machinery in dairy sheds.

April has joined Rissington Breedline as a Key Account Manager, initially working alongside John Absolom to gain as much product knowledge as possible, while getting to know a few clients. April and her partner Sam have moved to Hawkes Bay and are living 'up the road' at Patoka.

PRIMERA®

In our last newsletter we talked about the extension to our annual progeny testing program. This is a huge investment, over \$500,000 annually, and provides us with such an enormous amount of data. 2400 lambs have been assessed across 4 kill dates, six different forages, split by sex, through to consumer taste paneling in the UK and all linked back right to sire.

This platform gives us a unique ability to offer the entire value chain a product that adds value every step of the way. As farmers you benefit from high growth and high yielding progeny, the processor enjoys uniform carcasses with the meat stacked in the high value areas and the retailer and consumer receive a consistent product with superior eating quality.

We are currently working on the design of our programme for the 2011 season.

We have been involved in the UK since 2003 and are now really beginning to see strong uptake of our products. This season we are struggling to keep up with new demand from UK farmers keen to try our Primera and Highlander rams. Marks & Spencer have recently committed \$675,000 to a similar UK-based independent trial of Primera X Highlander lamb that will demonstrate the benefits to UK farmers and other UK supply chain partners of using Rissington genetics. This trial will encompass on-farm efficiency, environmental and carbon footprint, animal welfare considerations, carcass grade and yield, retail consistency and taste paneling.



Elite Progeny Tested Primera Sire

We really enjoy hearing your feedback so do please keep it coming. We recently heard from one client who processed over 20,000 lambs this year which ranked in the top 5% of the Alliance Viascan. We have seen the first results from the new SFF X-ray analysis and though it is early days for the technology we are encouraged by what we have seen for our breeds.

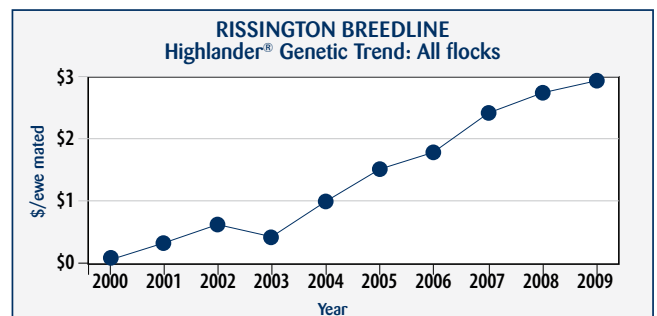
HIGHLANDER®

September sees us testing our top Highlander sires for Facial Eczema tolerance. This is a program of steady improvement designed to complement good FE management practices. We have a number of clients in high risk FE areas who are continuing to achieve great results. If you farm in a FE risk area and want to discuss whether the Highlander will suit you or not then please feel free to call and discuss.

We continue to receive new inquiries for the Highlander. It seems a good number of you have been sitting on the sidelines waiting for the Highlander to 'stand the test of time' – it seems it has. If you're not using Highlander or haven't seen the phenotype for a few years then we really do encourage you to come and have a look. The phenotype just keeps getting better and the performance our clients are getting continues to improve. You will receive this years ram order form in early October. Again we are offering a discount for early commitment on Ram Hoggets. We have an increased, but still limited number of 2T rams available, so if you're after 2T rams then make sure you get that order back to us straight away.

Our Highlander 2T replacement program has now completed the transition from our ownership to the grower ownership model. We are really confident that this structure works well for growers and breeders and can now look to steadily grow the model. 2Ts remain in strong demand and we need a small number of new growers. The grower contract is profitable, so if you're looking for a more profitable land use with guaranteed margins and you think you've got the right mix of land and management then you should give us a call.

Last but certainly not least we would like to congratulate Blair and Anna Nelson for winning this years M&S supplier of the year award and Sam and Hannah Morrah for winning the M&S International Supplier of the year award. Both have committed to the integrated value chain philosophy and these awards are a recognition of the hard work and effort they have put in to achieve top results.



I hope by the time you receive this we have all had some reprieve from the weather and we are all enjoying a strong spring.

Alastair Nelson
General Manager (NZ)

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