



Violet Hills Charolais

PRODUCING, QUALITY AND AFFORDABLE POLLED CHAROLAIS.

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Summer Newsletter 2024

Seasons greetings from all of us at Violet Hills.

What a wild "roller coaster" ride we have had during the last 12 months with cattle prices and the weather. To make matters worse we have the "crystal ball gazers" at the BOM and ABARE coupled with the doomsday climate cult all making noises suggesting a dire future for us all. On top of this we certainly don't need the political interference that certain "anti farming" groups advocate.

Back to the real world, we are now seeing the cattle market stabilizing and indeed improving as confidence is restored. There are positive indications that the world beef market will improve significantly in the next few years as a result of present herd liquidation occurring in a number of the major beef producing countries.

As cattle breeders we are making breeding decisions today about the cattle we will have for market in 2 to 3 years time.

13th Annual Sale Report 2023

We were humbled by the support that we received from our regular and new commercial clients as well as a number of studs. Charolais studs dominated the buying at the Violet Hills Annual bull sale, with about 15 per cent (6 bulls) of the line-up going to established seed-stock operations.

The on-property sale at Rydal sold 37 of 39 bulls that were offered to a top of \$24,000 and a \$8986 average. One bull was also sold immediately post sale, with the buyers taking bulls home to all eastern states, including Tasmania.

Violet Hills Shamrock, 21 months, purchased by Ross , Puala and Porsha Warren, Elridge Charolais, Mothar Mountain, Qld, claimed the top price.

Violet Hills Shiloh closely followed at \$23,000, bought by Futurity Pastoral, Baradine.



Violet Hills Shamrock



Violet Hills Shiloh

14th ANNUAL ON FARM SALE THURSDAY 2nd MAY 2024 at 1pm

We are aiming at about 45 bulls, approximately 20 months old in our sale. Most, if not all will be polled and all will have a DNA profile which will indicate those bulls that are homozygous polls as well as other genetic information. All bulls have been vaccinated with vibrovax, 7:1, piliguard and pestigard. They have been drenched for liver fluke and stomach worms. Any bull with structural problems or a temperament problem is culled.

The bulls have good calving figures (as dead calves have very poor growth rates!!!) and a maturity pattern that will enable their progeny to be finished on grass at a young age. They are thick and well muscled so they will put shape into their progeny.



Sample of Sale Bulls 2024 (photos taken on 14th of February.)

The sale will be conducted by Elders with the Bathurst branch coordinating the sale.

Beef Industry v Cattle Industry.

I was privileged to have a discussion with a very experienced elder statesman of our industry. The topic of the relationship of the beef industry with the cattle industry came up and his view on this was very interesting. He expressed the view that there is a big disconnect between the cattle industry and the meat industry. This is hard to dispute when we have breeds being promoted on their ability to produce mince meat patties. Even more bizarre are breeds being promoted on the colour of their hides!!! Breed society promotion sometimes fails to acknowledge the large variation **within** breeds which is often greater than the variation **between** breeds. The real skill in breeding cattle is to be able to select animals that perform in your environment and satisfy the requirements of the **beef** market that you are supplying, irrespective of breed. If the cattle are selected purely on coat colour or breed then this reflects very poorly on the competency of those in the production chain whether they are producers, agents, buyers or feedlot managers .

It is so easy to become the victim of professional marketing and slick sales promotion.

Sydney Royal Agricultural Show 2024 Led Steer Competition



This year the Scots-All Saints College at Bathurst have obtained 3 of our steers for their Cattle Team to prepare and show in the led steer section of the Easter RAS. We are very pleased to be associated with schools in steer competitions as it is a good learning experience for the students and an interest for us.

In the past we were fortunate to be involved with the same head teacher (Libby Dawes) , that is supervising the preparation of our steers this year. Under her supervision our steers won the Grand Champion carcass in 2004 and Champion Heavy weight carcass in 2005.

Steer being prepared for showing (photo January 2024) This steer is 18months old, weighs 697 kg, with EMA of 100sq. cms and rump and rib fat of

12mm and 8mm respectively, with a month still to go before the show.

All sale information and videos will be on our web site as it becomes available. Please contact us if you require a hard copy of the catalogue mailed to you.

Regards from the Jenkins family

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