

Bull Sale

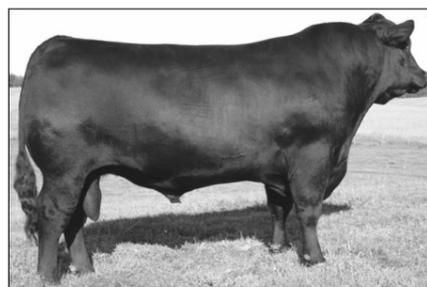
Monday 20th September 2010 - selling 100 Bulls

GENETICS NEVER OFFERED IN AUSTRALIA BEFORE...



Our 2010 annual bull sale will be held on Monday 20th September at "Mundibulanga" with 100 bulls being offered. This sale will again feature a number of imported sire's, some of which will be rising 2 year olds that have already been used as yearlings in the Raff herd. J & C Appeal A10 (pictured left) will again

be represented by 15 of his sons; his progeny were hotly sought after in 2009 averaging \$8000. Also selling will be the first sons of new sires O'Neill's Royal Edge K337 and DMM Shift 78S (pictured right)



Raff Female Sale

to be held Autumn 2011 with 150 selling



Following on from the success of our 2009 Female Sale we will be offering 150 top quality Angus females in the Autumn of 2011. This sale will be the best line of Registered Angus we have ever offered for sale with the average age expected to be well under 3 years. Included will be a number of direct daughters of our USA imports.

Raff Angus Feature Events - 2010

12th - 14th February	Glen Innes Angus Feature Show
4th - 6th March	Dubbo Angus Feature Show
11th April	Sydney Royal Show
6th August	Brisbane Royal Show
4th September	Adelaide Royal Angus Feature Show
20th September	Raff Angus Bull Sale

THE RAFF ANGUS DIFFERENCE



The single most important factor influencing profit is weight.
That's why growth has such a high priority in our breeding program!

BREEDING ANGUS IN QUEENSLAND SINCE 1965

SHOWING 2010 - Raff Angus Returns

AFTER A LONG BREAK FROM THE SHOW RING, THIS YEAR WILL BE THE BEGINNING OF A MAJOR 'TAKE OUR CATTLE TO THE PEOPLE' PROMOTION UNDER THE RAFF ANGUS PREFIX.

Our decision to return to showing is because we believe that the Angus Cattle we have in our herd today are unique in both type and genetic makeup within the Angus breed in Australia. The purchase in 2006 of the four top Hoff Scotch Cap cows has taken our cattle to a new level in the industry. This substantial investment has resulted in progeny with more growth, muscle and yield than mainstream Angus but more importantly are of total outcross genetics bred from a herd that has dominated the Angus Industry in the USA for decades.

but of all other breeds. During this time and into the 1980's our cattle achieved much success in the show ring winning numerous Interbreed Championships, twelve Royal Show Grand Championships and three National Angus Heifer Show Champions.

We are excited about our role in providing the industry with genetics that have those strengths in traits that we believe the breed is in dire need of to take it forward into the future. With our existing herd backed by 45 years breeding being complemented by the infusion of these new Hoff genetics, also with 45 years of breeding, we are able to offer the industry Angus cattle bred from herds on opposite sides of the world by cattlemen with identical breeding philosophies with a combined 90 years experience. We look forward to sharing these genetics with the Australian industry.



Photo: Taurus T19 - our first Royal Show Grand Champion - Melbourne 1977

Showing cattle has played a big part in the development and promotion of Raff Angus cattle. From the early 1970's, under the 'Forres' prefix, it provided us with a benchmark against all breeds of beef cattle and gave us an appreciation of the strengths and weaknesses of not only our own cattle



Photo: Quail J2 - our first registered female in 1965 and dam of our first Royal Show Grand Champion, Taurus T19.

VISITORS ALWAYS WELCOME

Andrew & Anna Raff 07 4627 6064

Point of View

by David Raff



"It is time to refocus on the VALUABLE NATURAL PROPERTIES of Angus cattle."

In 1910, one hundred years ago, a book was published 'HISTORY OF ABERDEEN-ANGUS CATTLE'. This book gives a great insight into not only the history of the breed but also the master stockmen who developed the breed and the way they identified those traits that are so important to the Angus breed today - one hundred years later.

Some quotes to ponder:

- From the breeds beginnings over two hundred years ago the black polled cattle were identified for their meat quality, unique to Angus as most of those current breeds were principally bred as working ox to pull ploughs. Many of the early Angus were bred by butchers who are constantly quoted as referring to their carcasses as *'choice butcher's quality' and 'meat being fine in the grain and well mixed'*.
- At Smithfield in 1885 a 2 year 8 month old Angus had a live weight of 1714 lbs (780 kg) with a dressed weight of 1318 lbs (600 kg), *"showing the marvellous percentage of 76%.* Mr. McCrombies celebrated ox Black Prince - the Champion of 1867 - came within a fraction of a ton in dead weight while his prize ox Poissy in 1857 *weighed 2728 lbs (1240 kg)"*.
- Measurements showing that the original native animals must have been of huge dimensions. The length of the body *'from the nape to the end of the rump-bones'* is stated at about 9 feet (2.7 meters); and *'the height over the mane'* is said to have been 78 inches (1.95 meters).
- The breed founders focused on the importance of not losing *'the valuable natural properties not found in an equal in any other breed'* and *'the genuine article should always bear its trademark'*.

How important for the careful improvers of the breed to be *'specially particular as to the hindquarters'* while they aim at *'developing long, thick, deep quarters they also strive to retain the rounded appearance: The eyes mild, large and expressive; the throat clean; the neck long, clean passing neatly and evenly into the body with full neck veins; the shoulder blades should lie well backwards, fitting neatly into the body, and not lying awkwardly outside it; the chest should be wide and deep, so as to give plenty of room for lung development; the ribs well sprung, springing out barrel-like; the skin soft and pliable, mellow to the touch; a strong, masculine-looking head on a bull and a neat feminine-looking one on cows'*

When walking they should have *'a graceful and symmetrical appearance.'*

Finally a quote from Mr. George J Walker in 1872: *"What class of animals breeds most surely, stands the climate best. Is hardiest, least liable to disease, is most easily kept; gives the best milk in greatest quantities, grows and fattens soonest for the amount of food consumed, weighs heaviest for bulk, and when ripe realizes most per cent.? My answer is the Aberdeen Angus."*

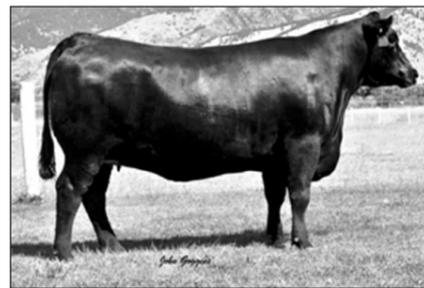


Raff Doris W10 by Raff Ultimate U27



A group of 14 month old 2009 Raff Sale Bulls

In the past decade the Angus Breed has focused on so called 'performance' in its selection through EBV's and \$Index Values. In its quest to breed animals with better 'numbers' many of these 'valuable natural properties' of the breed have been lost. I believe it is time for Angus breeders and its extension activities to refocus on these 'valuable natural properties'. We can learn from our breed founders how to identify these basic breed characteristics that have made the breed famous. That is why we at Raff Angus have resisted using the 'fashionable' and 'trendy' genetics with great numbers over the past decade. We recognized the importance of those valuable natural properties of the breed and have retained them in our Angus cattle because we know after 45 years that they are the cattle that really perform.



Hoff Blackbird 594 5217. Our most exciting donor cow. A maternal sister to Limited Edition that is breeding cattle with beautiful skin, great temperament and powerful performance - look out for her sons.

THE RAFF ANGUS DIFFERENCE



Selecting for a low birth weight and a low mature cow weight will have a diminishing effect on each generation.

That's how the Lowline breed was established — breeding small to small, generation after generation!

New Semen Release in 2010 - Powerful Outcross Genetics...

FOLLOWING THE OUTSTANDING SUCCESS OF OUR USA EMBRYO PROGRAM WE HAVE IDENTIFIED A NUMBER OF YOUNG BULLS THAT WE ARE USING AS STUD SIRES IN OUR HERD.

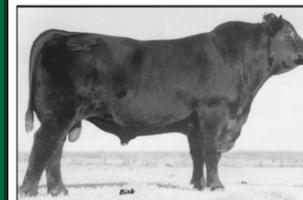


Connealy Danny Boy - His first sons sold to \$21,000 - exclusive to Raff Angus, his Blackbird and Moriah progeny are outstanding.

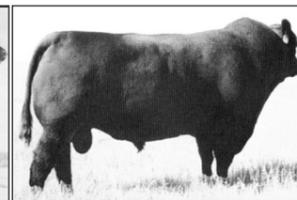
It is our intention to market semen and semen shares in some of these exciting new outcross genetics in

time for the autumn joining season. Details of these bulls will be released at this years Sydney Royal where

Raff Angus will be exhibiting a team, including some of these new sires.



Leachman Prompter - sons sell September 20th



Hoff Charger - sons sell September 20th



Papa Equator - sons sell September 20th

2009 Sale Bull Statistics

Averages for 105 Raff Sale Bulls

Age	15 ½ months
Weight	665 kg
ADG	1.36 kg/day
Frame	6.4
Scrotal	38.5 cm
EMA	95.5 sq. cm (top 120 sq. cm)*
P8 Fat	8.7 mm*
IMF%	4.6% (top 6.0% @ 13 months)*
	*Average age at scanning 13 months
Price	Top - \$21,000
	Average - \$5,085
	23 Bulls averaged \$11,000
	36 Bulls selling between \$2,500 & \$3,000



LENGTH WEIGHTS - WEIGHT PAYS

www.raffangus.com.au



THE OUTCROSS ANGUS GENETICS SOURCE

www.raffangus.com.au