



CELEBRATING 60 YEARS OF DEDICATED ANGUS SEEDSTOCK BREEDING

*Raff Angus Newsletter -
2025 World Angus Forum, Tamworth, Australia*

About us...

From humble beginnings when four mature-aged Angus cows were purchased in 1965 the Raff herd now comprises of over two thousand Herd Book Registered Angus animals. Raff Angus is a family-owned and operated business with almost all our income and business growth resulting from our cattle sales and their genetics. Andrew & Anna and their four children Harry, Charlie, Georgina and Olivia, as the sixth generation, are all actively involved within the business.



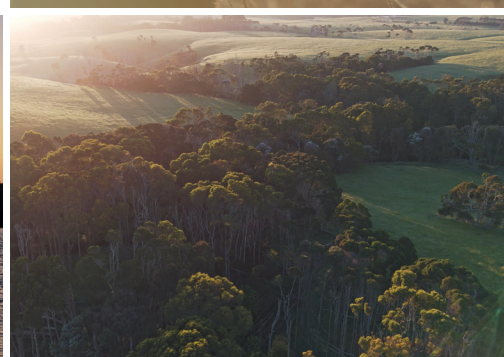
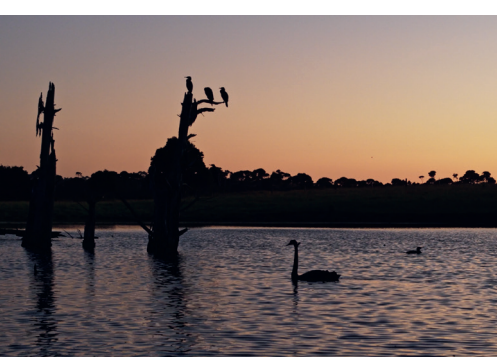
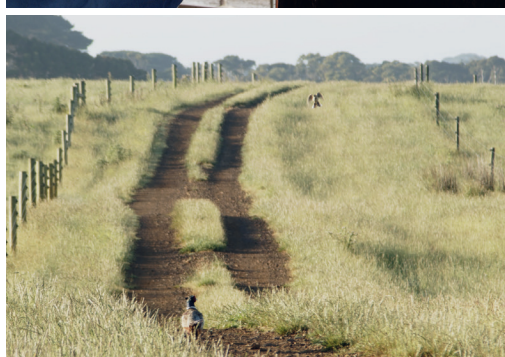
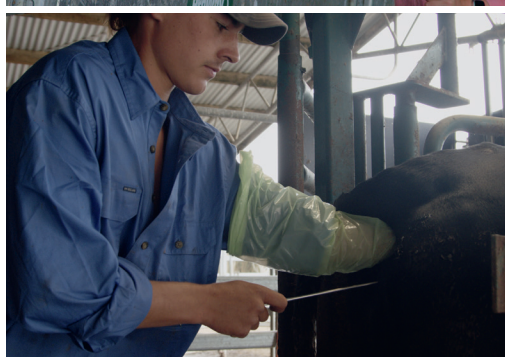
Our Farm...



Following on from five decades of establishment and growth in Queensland most of our breeding herd is now located on King Island, an Island located within Bass Strait between the Victorian mainland and Tasmania. This aggregation comprises of 1,052 hectares of highly predictable and highly productive country and has been Certified Organic for six years.



We aim to raise our livestock sustainably, implementing strict rotational grazing practices. In December of 2024, we acquired a 303-hectare farm southeast of Wagga, New South Wales. This property is home to our showcase mature cow herd and is the depot for our sale bulls destined for both our Queensland annual sale and for private treaty bull sales. It will also be the location for female sales.



Our Herd...



800 Herd Book Registered Angus females will calve down in 2026. We anticipate that near 75% of our current herd would descend from those first foundation genetic lines from 1965 - sixty years ago. We predominately calve down annually within the February/March months. Approximately 25% of our herd is sold for Seedstock production with the remainder pasture raised and finished. An annual bull sale occurs in Queensland mid-August with females sold privately for breeding throughout the year.



Herd & Genetic update...

We are beef industry enthusiasts and passionate Angus breeders. We strive to breed cattle of superior genetics whilst sticking to our core values and beliefs. The Angus Breed has at last moved away from a core group of inter-related elite EBV animals. We are aware of the industry's direction and increased preference, right or wrong, of sourcing genetics that are reported favourably on paper by science. Whilst difficult in the past, we can now find some leading EBV performance sires that suit our breeding principles. These can be blended

into our breeding herd to improve the balance of some key traits. Over the past five months, we have Artificially Inseminated near 900 females. We have used a mix of 'industry modern' and 'traditional Raff' types. This will result in a magnificent mix of genetics, which will be managed in large contemporary groups on a sole pasture-based diet within an environment that allows each to individually express their true genetic potential naturally.

Our Difference...

We breed Angus cattle to grow fast and weigh heavy with extra Carcase Weight, Yield and Feed Efficiency. We want our cows to mature with good frame size and be big in capacity, with weight. Our herd must have good heads and big ears, with strong muzzles. They must have strong skeletal structure with back end width. They must have good coat types with fine skin and looseness. Maternal qualities... they are paramount.

We want our cattle to be profitable for all sectors of the industry –

- ★ Profitable for the Cow/Calf Producer
- ★ Profitable for the Backgrounder
- ★ Profitable for the Grass Fed Bullock Producer
- ★ Profitable for the Feedlotter
- ★ Profitable for the Processor

Performance...

- ★ **Calving** – born easily and unassisted is obvious however we expect our calves to be around 6% of their mother’s mature weight at birth. We weigh everything at birth and know that almost always a runt at birth is a runt for life and that this can have a diminishing generational effect on skeletal shape.
- ★ **Pedigree** - with 60 years of breeding we have placed non-relenting selection emphasis on ‘the power of the pedigree’. Maternal strength underpins the success of a herd’s breeding potency and its consistency of progeny. Good cows breed good bulls.
- ★ **Phenotype** - we like looking at our cattle and in our selection preferences, aim to maintain the basic functions and breed characteristic qualities of what made Angus cattle great. Our cattle must have length of neck with head carriage. Cows must be feminine and attractive. Bulls must be muscular and mobile. Foot and leg structure are not compromised. We aim to breed cattle that live long and stay sound.
- ★ **Raw Performance** – scales don’t lie. The heavier they are earlier means more market options and more dollars. We weigh everything from birth to 200/400/600 day. We weigh for mature cow weights both pre-calving and at weaning time. We measure frame size. We measure scrotal size. We continuously analyse raw data and use this following Phenotype and Pedigree analysis as a major selection criteria.
- ★ **Ultrasound Scanning** – we run big contemporary groups. This means meaningful raw data. When at full production we will be running around 350 heifers as one group from weaning through to pre-calving as two-year-olds. Every year we ultrasound scan our heifers and bulls to understand what their ‘under the skin’ performance is.
- ★ **Carcase Data** – almost all our yearling stock that are not sold as seedstock or for breeding stay on the farm and are pasture-raised and fattened. This allows us to access invaluable in herd data from actual carcasses hanging on the hook. During the past four years we have sold 670 prime yearling milk tooth grass finished steers and heifers. Compared Nationally within the Meat & Livestock myMSA dashboard they have netted \$365 per head more value to gross an extra \$244,960 over the past four years.
- ★ **Genomic Testing** – five years after scientists mapped the bovine genome, we became early adaptors of this technology and tested our entire breeding herd in 2010. With near ten thousand samples now collected and analysed it has become practice to take TSU samples from every animal at birth.
- ★ **Parent Verification** – with the advent of genomics we now manage a complete herd of Angus Seedstock that are fully Parent Verified.
- ★ **Estimated Breeding Values** – it is well documented historically of our beliefs and opinions on paper performance. However, the fact is that EBV’s are an industry-expected form of animal analysis. Raff Angus measures everything measurable and submits all phenotype data into the ‘system’. With the usage of ‘mainstream’ genetics recently we hope that the ‘system’ can now fairly analyse an outcross genetic herd with improved accuracy.

The Future...

With the return of Raff Angus to mainland and of our recent intensive genetic investment we anticipate our herd to reach a new performance level whilst maintaining our unique phenotype and pedigree design. We are excited by the opportunity such investments will make as we expect that it will attract a new audience and clientele base whilst supporting our existing and long-term clients.

Upcoming Events & Sales...

25th July – Open Day.
494 BROOKLYN LANE, BOOK BOOK. NSW.
With the purchase of ‘Brooklyn West’, 40 km south east of Wagga, we are delighted to host our first Open Day back on mainland after a 10-year absence. Sale Bulls and our Elite Cow Herd will be open for inspection. A select lineup of females will be offered for sale.

15th August - Annual Spring Bull Sale.
641 MOORES-BICE RD, DRILLHAM, QLD.
Bred to be ‘profitable for all sectors of the industry’ we will be offering 80 black beef bulls with pedigree variance at this our 40th auction sale. Parent Verified, Genomic Tested, BSE & Morphology tested & fully Vaccinated.

If you would like a paper copy of our future newsletters and sale catalogues then please complete the below and email to andrew@raffangus.com.au or take a photo and send to myself on 0429 691 975.
If you would like to reply by post, then please send to - **Raff Angus, 233 Yarra Creek Rd., Lymwood TAS 7256.**

Please post me future newsletters and sale catalogues –
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