

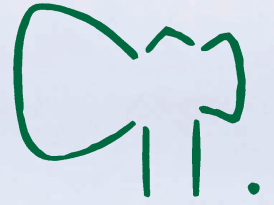


angus

# Raff

2026 Newsletter...

# angus



61 YEARS OF DEDICATED ANGUS SEEDSTOCK BREEDING FOR THE AUSTRALIAN BEEF INDUSTRY

41st Annual Spring Bull Sale

## FRIDAY 14th AUGUST 2026



### 90

## 'BULLS WITH A DIFFERENCE'

'Mundibulanga'

641 Moores-Bice Rd. DRILLHAM. QLD

Sale starts 1pm.

**GENETICS WITH A DIFFERENCE  
BRED TO GROW FAST &  
WEIGH HEAVY WITH EXTRA CARCASS  
WEIGHT, YIELD, FEED EFFICIENCY.**

**WE BREED ANGUS SEEDSTOCK TO BE PROFITABLE FOR  
ALL SECTORS OF THE AUSTRALIAN BEEF INDUSTRY:**

• Cow/Calf Producer • Backgrounder • Grass Fed Bullock Producer • Feedlotter • Processor

## 'OPEN DAY'

'Brooklyn West'

494 Brooklyn Lane. BOOK BOOK. NSW

## TUESDAY 28th JULY 2026

Gates Open 10am – 4pm.



# AI Sires of this year's bulls that sell Friday 14th August at Drillham...



## RAFF ROCKSTAR R564.

**Mature Weight – 1388kg. Frame Score – 7.5. Scrotal Size – 46cm. Sons sell 14th August.**



'Rockstar represents a blend of all the great bulls and cows that have shaped our herd into what it is today.'

His first five maternal females have all been past Raff Angus donors. His 9th grandam was our foundation Doris cow of 1965.



**Below are Rockstar sons that sold at our 2025 Drillham Bull Sale...**



# BULL SALE

## *Bulls with a Difference in a heavily saturated market . . .*

With over 3,000 Angus Seedstock bulls selling at auction for the months of July and August, we believe it is important to offer at our annual sale 'Bulls with a Difference'. Fertility and Calving Ease are two traits so obvious to profitability that we tend to preference conversations beyond the obvious and talk about other key traits that also drive forward momentum within commercial programs.

### ***Growth, Carcase Weight, Yield & Feed Efficiency.***

Without doubt this year's draft have more capacity, more depth of body, more hindquarter expression and more topline width than any draft we have offered whilst maintaining extra bone, muzzle strength and frame size our genetics are renown for. We will be offering 90 bulls. Twenty five will be spring born 22 month old bulls with sixty five being selected from the autumn group selling as 18 month olds. EG Eyes Onyou sons will again feature. They continue to weigh heavy with added depth of body combining muscle with softness and shape. **Semen packages of this great sire EG EYES ON YOU are available as last lots catalogued.** Baldrige Badger leads the group for offering extra shape, muscle expression and topline width. Sons of homebred sires are to be considered if you want added frame with body length and neck extension. These types walk out with ease and always produce big heavy bullocks.

Vaccinated for –  
Tick Fever, 3 Day Sickness, Botulism, Vibrio,  
Pestivirus,  
Bovilus MH+IBR, Ultravac 7in1.  
Pesti Virus Ear Notch Tested Free.

Breeding Soundness Examined.  
Ced Wise AB - Crush Slide Semen Tested.  
Morphology Reported.

Fully Performance Recorded –  
Calving Ease, Birth Weight, 200, 400, 600  
Day Growth,  
Scrotal Size, Frame Score.  
Independently Docility & Structural Scored.  
Ultrasound Scanned for Carcase.  
Parent Verified. Genomic Analysed.

All Raw Data is published.

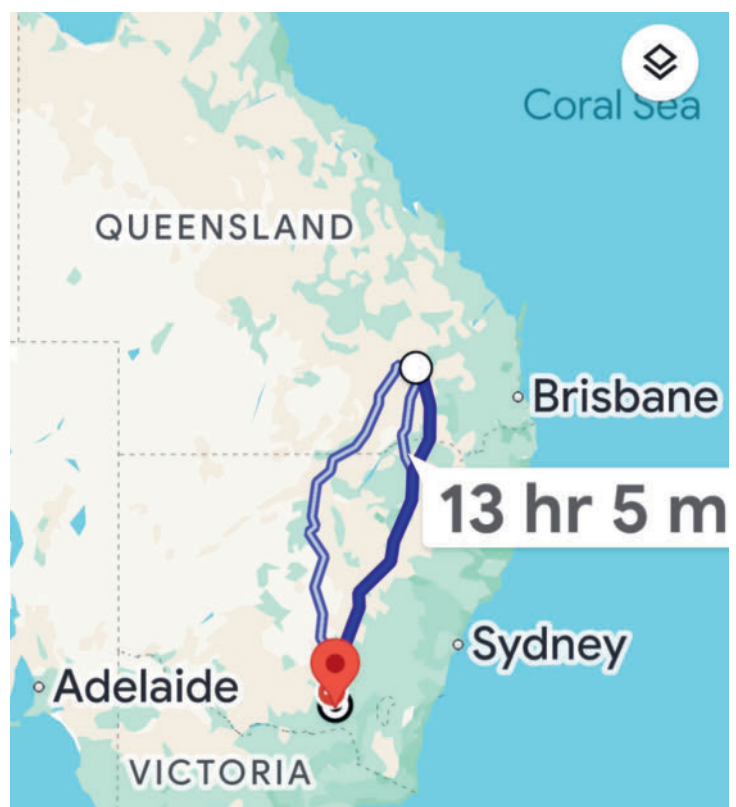
All sale bulls are managed at our new property  
30km south of Wagga at 'Brooklyn West' for six  
months prior to sale day.  
Temperature range -2°C to +45°C

# FREIGHT ASSIST

## *Free Delivery to major centres . . .*

Transport costs are well up on previous years. With the distances our bulls cover in Queensland to get to their end destination and with our growing interest in the south we have decided to cover some cartage costs at this year's auction bull sale at Drillham.

Bulls purchased at our Drillham Qld bull sale will have free delivery to major centres within a 700km radius in Queensland. Bulls purchased that are to head further south beyond the boarder will return to our property 'Brooklyn West' at Wagga or be dropped off at major centres on route at no cost to the purchaser.

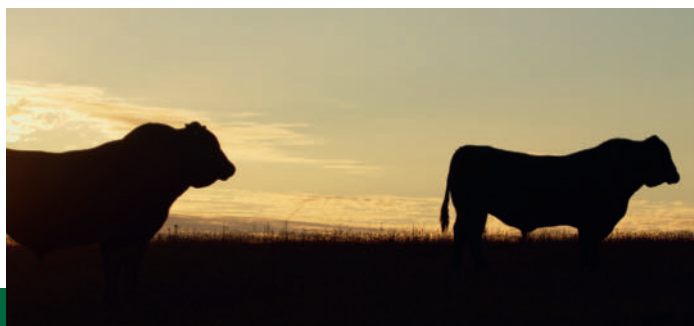


# GENETICS

## *Shifting lanes speeds up genetic routes . . .*

During our path of Organic Certification, we were unable to use Artificial Insemination as a main tool to fast track genetic improvement. However, 8 years later we changed our model to a Sustainable Certification. This allowed for the immediate implementation of Artificial Insemination programs in mass. Our sale draft this year will see half of the bulls catalogued being sired by International AI Sires. You will note that we have a little more variance in type compared to past sales and throughout our herd. This has come from the introduction of outcross international AI sires. The art of modern breeding is blending phenotypes with performance expectations. During our autumn joining period in April close to 800 artificial inseminations occurred. Now more than ever we are valuing our proven Raff Mature Cows. The proven and powerful in herd matrons that trace back to our foundation cows of 1965 are carefully being joined back to the historically proven sires of past decades both Raff and

International. The resulting sons will then be blended back over AI daughters. With 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.



## SALE BULL SELECTION

### *It's more than you read . . .*

We are not a 100% Seedstock Producer. Yes, every animal on farm is Herd Book Registered, Parent Verified, Performance Recorded and Genomically Assessed, however we are a Seedstock Producer that supplies only the very best of our genetics to the Commercial Industry for breeding production. Currently 50% of our bulls sell for breeding duties. The remainder become on farm Yearling Prime 100% Grass Fed and Sustainably Raised Steers entering a MSA branded beef program through Greenham Cape Grim. Bull selection starts from when they are born. From that day through to the day they are loaded on trailers to travel north to Wagga they are assessed both visually and over the scales every time they run through the yards. It is that simple. They must be born easily, grow fast, weigh heavy and look like bulls. Science then follows. Raff Angus Sale Bulls must have good bone, strong muzzles with well hooded eyes. They must have width of topline, depth of flank with hindquarter expression. They must have frame size, be good footed and have head carriage with the ability to cover territory with ease. They must be masculine. They must be tough.

# THE HERD

*61 years in the making . . .*

Raff Angus is dedicated to Angus Seedstock Production for the Australian Beef Industry. Our herd is built off strong maternal lines with most descending directly from our foundation cows purchased in 1965. With the obvious fertility and calving qualities at front of mind we aim to produce genetics that are profitable for all sectors of the Beef Industry. While marbling is important, equally crucial traits such as growth, weight for age, and heavy carcass weights of high yields remain our priority. Our cows are maternally made. They are big hipped with capacity, and pin width. They have extra neck extension and body length with fine skins. Our bulls are masculine in appearance. They have head carriage, extra bone and frame size with width of topline and hindquarter expression. All are built with structural integrity. Longevity is important.



Near 800 HBR registered calves are born annually allowing for intense pedigree, phenotype and raw performance selection. Science then follows. Steers and surplus females are 100% grass finished on farm and sold Sustainably Accredited. Carcass feedback is a big part of our genetic analysis. Our production hub is on King Island, Tasmania under the management of Eli Bellinger. Bull management is on our mainland property south of Wagga. NSW managed by Ben Drain.

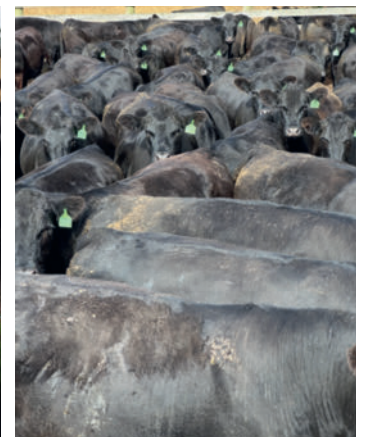
## CARCASS WEIGHT

*Weight still pays \$\$\$ . . .*

Earlier in the year we sold 144 steers into a Sustainably Certified, 100% Grass Fed, No HGP, No Antibiotic, Pasture Raised Prime Yearling Beef Product. These were the tail end male progeny to autumn drop brothers that sold at last year's annual bull sale. These steers were all Herd Book Registered and Performance Tested both over the scales and scientifically through Genomics. Further, they were all Parent Verified. When compared on the MSA myMLA Dashboard for a southern Grass Fed, No HGP, same ossification Steer, these bodies had a 24 kilogram heavier Carcass Weight to the average of all steers processed that day.

**At \$8.80/kg they made \$211.20 more per head or \$30,412.80 extra income for that consignment.**

With premiums for Marbling available, even if every steer processed that day graded a Marble Score 4



with a MSA Index of 64 and gained the 40cent/kg premium, our heavier Carcass Weight steers still returned \$91.60/hd more or \$13,190.40 extra for the consignment.

**During the past five years we have sold 814 prime yearling milk tooth grass finished steers and heifers. Compared Nationally within the Meat & Livestock myMSA dashboard they have netted \$337 per head more value to gross an extra \$274,963.**



# BIRTH WEIGHT

*The size of the calf at birth is not everything . . .*

As documented by us in earlier publications we believe small to small has a natural diminishing effect. It has a diminishing effect of that animal's ability to not only grow and add weight but also on its skeletal shape and bone mass. The resulting daughters from a low birth weight bull will generally need joining sires of similar or even lower birth weights because of such an inherent natural diminishing effect. Heifers should be challenged. The Angus breed never had conversations around calving ease and low birthweights. Historically they were well known for their ease of calving and maternal qualities. For decades ourselves and others have struggled with the perception that heavier weighing cows that produce heavier weighing calves leads to increased calving difficulties. Whilst we were Calving Ease Scoring all calves at birth for many years, last year we started weighing everything at birth again. This year all Autumn Calving Females were weighed pre-calving. 665 calves were born. Every calf was weighed at birth.

***Despite being reported unfavourably for EBV calving traits we assisted just 2.77% of the 665 calves born this past season. Calves were sired by both International and Homebred bulls that had a Birthweight EBV range of +3.4 to +12.2.***

Industry must not look at a weight of the calf at birth or their EBV as a standalone form for selecting calving ease. That is an easy assumption. This past calving we have gone down the tedious path to further validate our commentary. The birthweight of each calf was calculated against the weight of the

cow it came out of. This has allowed us to determine with absolute accuracy where our percentage weight of the calf sits relative to the size of the cow.



**Our Autumn calves this year averaged 5.76% of their mother's weight at birth.**

***5.76% of an Industry average 500 kilogram cow is a 28.8kg calf.***

***5.76% of a Raff Angus average 730 kilogram cow is a 42.0kg calf.***

***Relative to the size of the cow the calf came out of there is no difference.***

# BUSINESS MODEL

*A century in the making . . .*

Any business that has seen continued growth and success with generational ties can only hope that the next generation continues its legacy. Anna and I joked that by having four children we may at least have one interested!! Maybe it was giving them their own heifers at a young age, potentially called bribery, or our open communication, or maybe even our own genetic influence?! Whatever it is we are quietly excited with the thought that at least one of our children are keen to return to our family business. Our business has seen further growth this past year. We have increased our cattle numbers and were fortunate to access a long term agistment agreement on an adjoining 1050 acre farm at Wagga. This next twelve months will see close to 950 Herd Book

registered females potentially joined with over 800 artificial inseminations and 100 embryos implanted. Seedstock Production is front of mind however producing a sustainably certified beef product is also a key contributor to our growth. Selling lamb in a box is a good diversion from cows along with Agritourism. This past season we hosted twenty bus tours on farm. With near twenty kilometres of laneways these tours allow for a gate free and educational tour through our farm.

***"Social license is a big space, and we are proud of our contribution to balancing the story.  
We are not farmers. We are producers of food.  
We feed the world."***

# OPEN DAY

*Seeing is believing . . .*

As part of this year's Southern Beef Week, we will be opening the gates on Tuesday 28th July. Following the purchase of a property 30km southeast of Wagga NSW, less than two years ago, we have seen a reignited and genuine interest in our genetic variance and alternate breeding beliefs to mainstream. All bulls destined for our annual bull sale along with a strong lineup of private treaty brothers will be penned up. This day allows direct inspection opportunities to view bulls with a point of difference. Also, our elite mature cows will be on display. Most of which have autumn calves at foot.



**OPEN DAY**  
**Tuesday 28th July**

'Brooklyn West'  
494 Brooklyn Lane.  
BOOK BOOK NSW 2650

*Gates open from 10am - 4pm*



## OUR POINT OF DIFFERENCE

*McDonalds & Hungry Jacks - they're beside each other but what's the difference . . .*

With over 50% of the National Herd influenced by Angus genetics we believe that, in a heavily saturated bull market, Raff Angus maintains its unique point of difference. Just like a burger at Hungry Jacks and McDonalds it's not the burger, or in our case a black hide, that matters. It's what's inside the burger (black hide) that makes the difference. We continue to 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, have good pin width with body weight. Maternal qualities... they are paramount. We want our steers to yield heavier carcase weights while maintaining traditional carcase quality. Our herd must have neck extension, good heads and big ears, with strong muzzles. They must have strong skeletal structure, good heel depth and foot

**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

structure. They must have good coat types with fine skin and looseness. We want our bulls to be strong boned. They must have back end width, depth of flank and hindquarter expression. They must have the ability to walk out with ease. They must be tough.

# Performance

*With the influence of Genomics are accuracies accurate enough . .*

When looking through the Angus Australia angus. tech/catalogue/result listing page recently, I noted with concern a growth EBV % accuracy of a bull listed for sale. This bulls only Trait Observed was Genomics. He had NO dam pedigree at all however, he was sired by a highly used AI sire. This sale bull had the same growth EBV percentage accuracy to a sale bull of ours that had 61 years of documented pedigree and performance information dating back to our foundation cow of 1965. Buyers beware. We believe that a percentage accuracy may no longer be accurate enough.

*For us it is SIXTY ONE years of performance recording, the associated time, the costs incurred, the hours of data entry, the meticulous record keeping, the genetic investments made, the sacrifices made etc... verse ZERO years of performance recording on an animal that happens to simply be sired by a highly used. It is morally wrong that both bulls can end up with the*

same % accuracy. Traits Observed, Depth of Pedigree and the dedication and commitment of a Seedstock Producer and their Program should always have enhanced selection weightings over and above any accuracy percentage number. Particularly since the inclusion of Genomics – now more than ever.



# BULL LONGEVITY

*Is new better or do we need time to discover . . .*

It is often said that the next generation should be better than the previous however can this lead to failings not having enough time to be expressed. Age is uncompromising. It gives time for both good and bad to be expressed. The national average of a bull's working life is just 2 ½ years. Here at Raff Angus, our breeding model does not aim for a fast genetic turnover. We value our older genetics as much as the new. We believe it takes several calves from a breeder to understand her genetic breeding

potential and her genetic worth. We believe it takes more than maturity to understand an animal's structural integrity. Environment has a lot to do with it, but an animal's genetic makeup has more. Historically the oldest of our breeders had her last calf when 21 years old. Currently we have 14 year old breeders still sound and in production. We just flushed an 'L' cow because her dam retired at just over 20 years of age. Structural integrity is longevity. That is why our bulls live long and stay sound.

# SHOWING

*It's not all about the hairstyle . . .*

With the purchase of Brooklyn West 30km southeast of Wagga these past 12 months has seen us attend several shows. The local Wagga Show was our fresh show teams first opportunity to awaken their senses. We exhibited some high performance Ellingson Three River progeny along with several EG Eyes Onyou daughters and a magnificent homebred Raff Rockstar R564 daughter. Melbourne Royal Show was our next with our daughters Georgina and Olivia immersed in the dawn to dusk goings on. Following on from his Wagga Supreme Exhibit of the Show Award Raff Upgrade U325 was the Melbourne Royal Show Senior and Grand Champion Bull and



Interbreed 'Top 5' exhibit. At 31 months he weighed 1170kg with a 142sq cm EMA 12/12 Fat and stood at 60 inches from the hip. Following his award he was sold to Ponderosa Angus WA. Our magnificent Rockstar daughter stood 2nd in a very strong junior



heifer class. Like all junior show enthusiasts, our daughters gain great connections, friendships and memories. The Angus National Roundup in January was a family affair with our four Harry, Charlie, Georgina, Olivia and the boy's girlfriends attending with 8 head. Our Family was excited to introduce an Internship Award. Hannah Weber was the recipient and within a month found herself immersed in our business during our autumn King Island calving and day to day work load. Our daughter's enthusiasm then extended to the Tasmania Junior Beef Expo held at Deloraine in February. We shipped three heifers across Bass Strait were Georgina, Olivia and their friend Astrid enjoyed what was a very well run three day event. Special mention must go to our Wagga Farm Manager Ben Drain. We are well experienced to acknowledge the time and effort that goes into everything pre and post the show event so thanks Drainy.



## PRIVATE TREATY SALE BULLS

*Eat, serve and survive – that's what they are meant to do . . .*

Historically we have sent just our lead group to Wagga whilst keeping the private treaty sale bulls on King Island. However, this year we sent the entire autumn group across to Brooklyn West. This kept our contemporary group as one until they were ultrasound scanned early June. With the bulls destined for our Friday 14th August sale in Queensland now drafted out, paddock bulls are now available for immediate sale.



## PADDOCK BULLS FOR SALE

45 x 16 to 18 month old

Vaccinated for –  
 Tick Fever, 3 Day Sickness, Botulism, Vibrio, Pestivirus, Bovilis MH+IBR, 7in1.  
 Pesti Virus Ear Notch Tested Free  
 Fully Performance Recorded. Parent Verified. Genomic DNA Analysed.

*For further information including pricing and pedigree information please contact us.*

# FEEDLOT PERFORMANCE

*It's more than the prize . . .*

These past years we have been entering pens of steers into the RNA Paddock to Palate Feedlot Competition in Queensland. Whilst we all like winning, we see it as a platform where we can not only benchmark against some of the industry's best but also gives opportunity to self-analyse. Our two pens headed north from King Island in February. 2200 kilometres later they were inducted into the Beef City Feedlot located west from Toowoomba. These steers came from our Autumn born group. They were drafted to meet induction weight specifications however the two pens were split purely on phenotype.

We had a distinct variance in type between pens. Pen A were a larger framed steer that had extra bone, extra width of topline and more backend



shape. This pen visually looked like they would grow on. Pen B were a little more moderate with a little more softness and looked as though they would mature earlier with perhaps enhanced carcass quality.



	Steer phenotype	Induction Weight	\$ value @ \$5.10/kg	Weight gain/ day	Exit Weight	\$ value @ \$5.10/kg
PEN A	Growthier	421kg	\$2,147.10	1.96kg	657kg	\$3,350.70
PEN B	Moderate	400kg	\$2,040.00	1.76kg	611kg	\$3,116.10

*Same age, same contemporary group, different maturity pattern.*



- The steers (Pen A) that had more frame and more bone structure added \$107.10 per steer more value on induction.
- These growthier steers gained 0.20kg more per day during their 120 day feed period when compared to Pen B – the earlier maturing steers.
- At their end of days on feed these growthier steers added \$234.60 per steer increased value because on their enhanced ability to gain more weight.

# DAYS TO CALVING

*Understand the story to understand the science . . .*

It is important to note that our Days to Calving EBV's on particularly our older breeding cows is distorted and, in some way, unfairly reported. In Queensland we calved in June. These were then pushed back to calve in August on arrival to King Island. After experiencing the first wet winter, we pushed them back further to October. Ten years later we are now transitioning to an Autumn calving only. These past years a greater percentage of these spring cows along with all spring born heifers have been carried over to align to February/March calvings. This has had an obvious effect on their days to calving data so please, understand their story to understand their data.

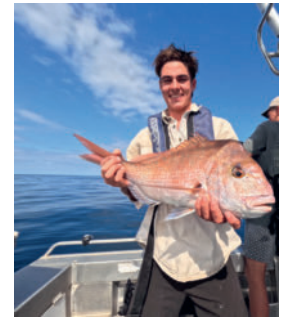


# FAMILY

## Healthy, happy and having a crack . . .

Harry will be completing his final year of Bachelor of Business at the University of Queensland in Brisbane. He moved off campus this year and found a willing tenant to rent with five other likeminded lads!! Haz continues to pursue his goal of playing professional rugby. In a highly contested position, he has recently been the run on halfback for Wests Rugby Club Premier Grade. Charlie continues to live on King Island and now one year into a Building Apprenticeship. Like many rural environments, tradies are hard to get so his workload is intense. He is with a great team with his boss good enough to allow Chaz to go fishing 'when the kingies are on...' or the weather is right. It's great that he can have time off to help here on farm and this past season he Artificially Inseminated 150 females. We are very

thankful to have him around us. Georgina graduated from school last year with a remarkable ATAR score. She is having a gap year this year, which is fast becoming a second next year, maybe overseas? She spent the first five months with us during both busy times of calving then AI'ing where she inseminated a good number also. Currently she is now up at Julia Creek on a station chasing Brahms. GG has the world at her feet with Ag certainly at front of mind for her. Our number four and as I say our 'favourite youngest daughter' Olivia is now boarding in Tasmania in grade nine. Spiv is a beautiful young lady, so driven and determined. I thought my good wife Anna was a pocket rocket however Olivia takes the cake. She is very sporty, very smart and very kind.



# EFFICIENCY

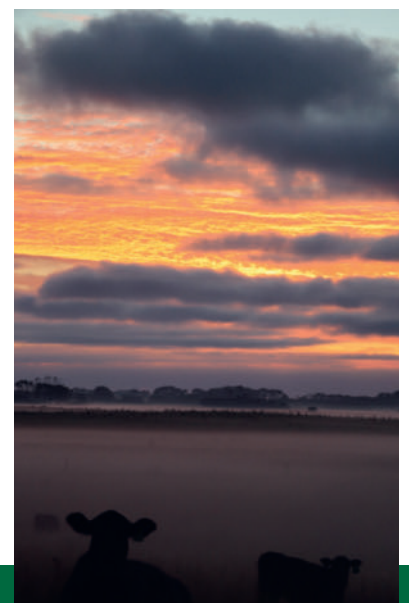
## It is more than a breath . . .

The beef industry's growing focus on sustainability and its methane footprint must surely prioritize towards a greater genetic selection emphasis on cattle with superior meat yield and growth rate. Research is now indicating this to be the case. Muscle and fat have a negative correlation. Animals with an early maturity pattern have an inherent point where they can no longer convert feed to muscle. Instead, they simply lay down fat and become inefficient. Animals of late maturity, that keep growing, have an inherent point where they take too long to finish and themselves also become inefficient. We always have and will continue to maintain the belief that an animal with frame and constitution has more potential to convert feed - grass or grain - to a red meat protein with more efficiency. Unfortunately, it is difficult to measure efficiency within a grass fed or pasture production system. However, it is interesting to observe that animals reported by science to have strong growth traits with the genetic capability to produce big carcass weights of high yield are also reported to be Efficient through the NFI Estimated

Breeding Value. That is, they are expected to eat less feed per day relative to their weight and rate of gain.

***"It is interesting to note that to lay down a kilogram of fat, an animal eats six times the amount of grass than to lay down a kilogram of muscle. An efficient animal that takes less days on feed and produces a heavy carcass weight must obviously produce less methane."***

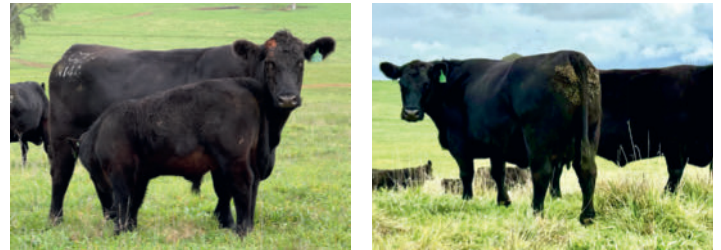
This year we again offer many bulls that are reported favourably for NFI. It is something that we will continue to select for. With enhanced accuracy we look forward to the time when NFI is factored into the calculation of \$\$ Selection Indexes as currently they are not.



# FEMALE SALES

*Maternal strength underpins the success of any breeding species . . .*

We have seen in herd expansion these past ten years with our breeder numbers doubling in this time. Excluding the maternal influences from AI sires we have had a relatively closed herd. The Doris and Burnette foundation cow families from 1965 continue to dominate. The Duchess family was introduced in 1986 following the live importation of both sire and dam. In 2006 the purchase of four cows at the Hoff Scotch Cap Dispersion Sale saw the introduction of Moriah, Blackbird, Lady Durham and Starlette. We continue to stack these families to enhance stability and predictability with the vast majority of our two thousand Herd Book Registered animals well documented with a mix of these dominant cow families.



*“2027 will see Raff Angus hold an on-property Female Sale at ‘Brooklyn West’ Wagga NSW”.*

Whilst a date is yet to be confirmed we commit to offering a line of Raff Angus females renowned for their femininity, extra neck extension, weight, capacity and skeletal strength. Watch this space...



# MARKETING

*Paper, Website, Internet, Facebook, Instagram, Word of mouth . . .*

We rely on our product, our personalities, our commitment and our history to ultimately sell our genetics. However, marketing is an expensive and confusing space. This newsletter is an important annual publication. Our catalogue is the publication that showcases our final product we present to market. If you would like to be on our mailing list for any hard copies of information we present, then be sure to contact us.

For this year we will be sending catalogues to past clients and to those that request one.

**Raff Angus Annual Bull Sale selling at 1pm Friday 14th August 2026.**

Please post me a catalogue to the below address -

.....  
.....  
.....